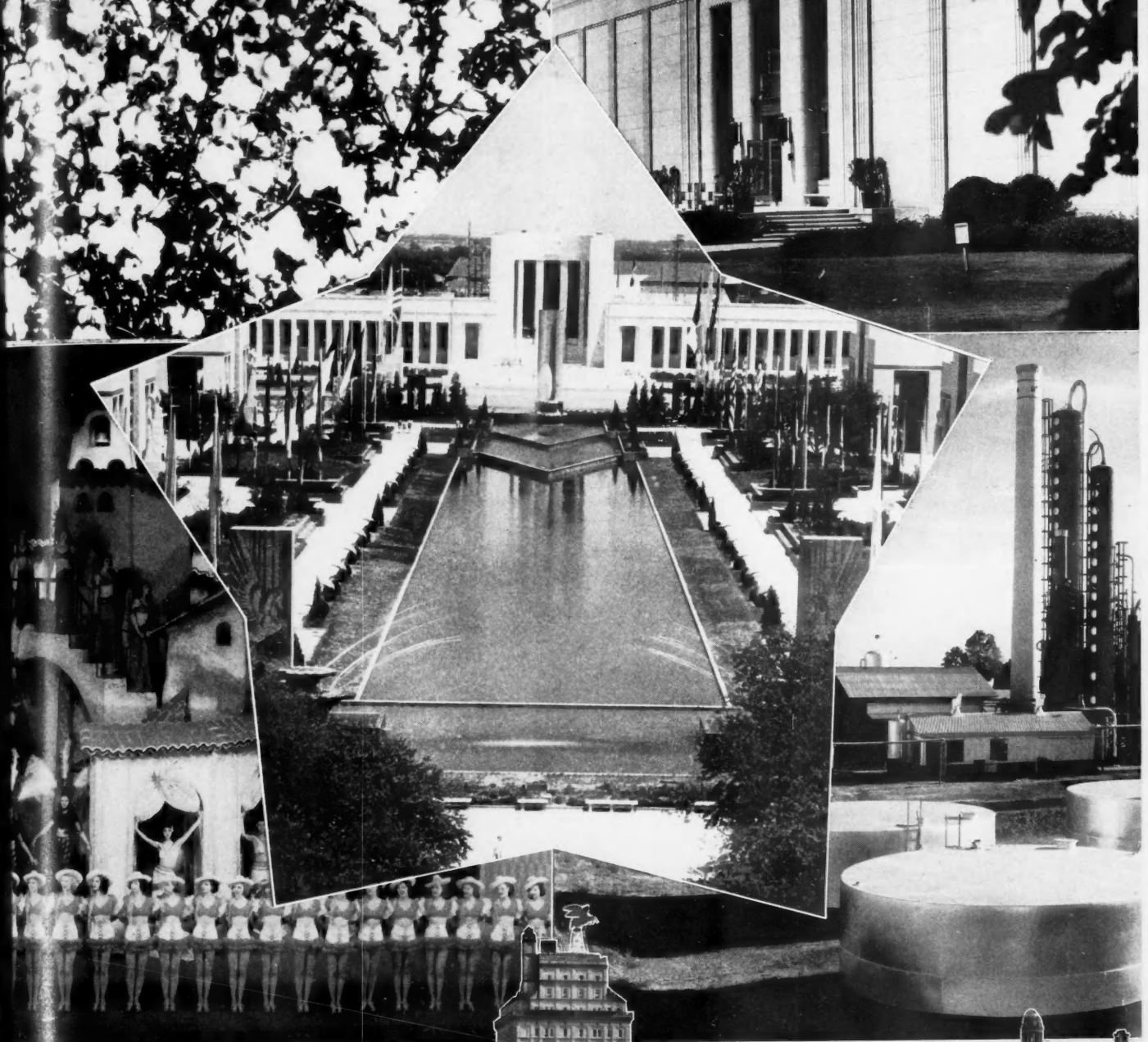


Southwest Business

September, 1939

Twenty Cents



TEXAS SHOW WINDOW





SINCE September, 1936, when we hung up our photographic shingle, we've made pictures by the hundreds and thousands. They have been used to sell merchandise and services of the Southwest's finest businesses through the media of direct mail, newspaper, magazine and outdoor advertising. We are sincerely grateful for these friends who have made our business possible. To them and to our anticipated new clients we pledge our best efforts for the future.

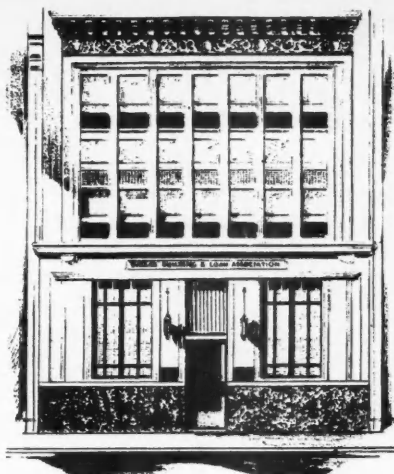
PARKER·GRIFFITH

Fine Photography

2007 BRYAN

TELEPHONE 7-3043

Serving DALLAS *for 20 Years*



Home of
**Dallas Building & Loan
Association**
1411 MAIN STREET
Phone 2-9377



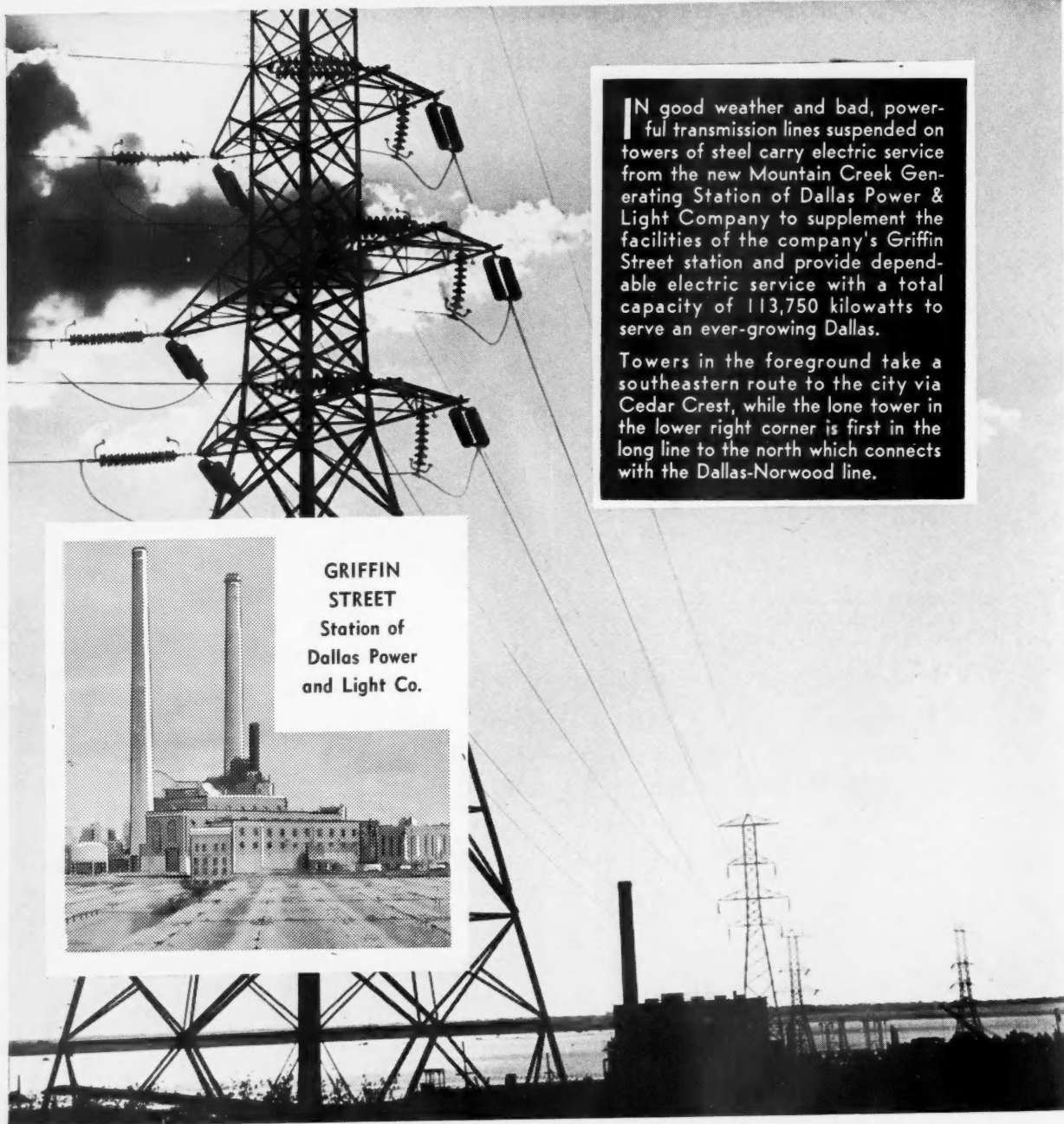
INVESTMENTS — The Dallas Building and Loan Association extends to you a cordial invitation to visit its modern, air-conditioned offices at 1411 Main Street. The Association offers you investments insured by an agency of the Federal Government.

LOANS — If you plan to buy or build a home, the Association has a loan plan to fit your needs. Low interest rates, no brokerage and no red tape. Call at our office, you will find a friendly welcome.

DALLAS BUILDING AND LOAN ASSOCIATION

1411 MAIN STREET

PHONE 2-9377



IN good weather and bad, powerful transmission lines suspended on towers of steel carry electric service from the new Mountain Creek Generating Station of Dallas Power & Light Company to supplement the facilities of the company's Griffin Street station and provide dependable electric service with a total capacity of 113,750 kilowatts to serve an ever-growing Dallas.

Towers in the foreground take a southeastern route to the city via Cedar Crest, while the lone tower in the lower right corner is first in the long line to the north which connects with the Dallas-Norwood line.



**GRIFFIN
STREET**
Station of
Dallas Power
and Light Co.

Now 152,480 HORSEPOWER On Tap at the Touch of Your Electric Switch in Dallas

ANTICIPATING the service needs of a Greater Dallas of a half-million electrically-minded people, your electric service company has within the past year increased its generating capacity by approximately 38%. This abundance of cheap power is and will continue to be an important factor in making Dallas one of America's finest cities in which to live, to work and to operate a business.

DALLAS POWER & LIGHT COMPANY

Southwest Business

VOLUME 18

SEPTEMBER, 1939

NUMBER 9

Established in 1922 by the Dallas Chamber of Commerce in the interest of the Southwest.

ANDREW DeSHONG, Editor

EARL Y. BATEMAN, Manager

INDEX

Page

Through the Looking Glass, by Harry L. Seay	7
America's Biggest Fair, by Roy Rupard	8
Up From the Chisholm Trail, by Frank P. Holland, Jr.	10
Men Behind the Fair	11
Foster Parent, by A. L. Ward	12
Ferris Wheels and Chorus Girls, by E. Paul Jones	14
Gridiron Feast, by W. H. (Bill) Hitzelberger	16
The Fifty Years, by Sam Acheson	18
Fair Deal for Art, by Elizabeth Rea Crocker	20
Flowers for the Fair, by Mrs. John R. Salois	29
Southwestern Industry Comes of Age, by Clyde V. Wallis	30
Showmanship in Foods, by John C. Massenberg	32
People and Payrolls; Graphic Review of Dallas Business	39
The March of Business	40
Flying Cadets Bring \$1,000,000 to Dallas	43
Directory to Show Dallas As Oil's Key City	44
Mid-Continent Convention Mecca for Oil Men	48
State Fair Makes Entertainment History, by Douglas Hawley	59

DALLAS CHAMBER OF COMMERCE

1101 COMMERCE STREET • TELEPHONE 7-8451

OFFICERS: J. B. Adoue, Jr., president; B. F. McLain, A. H. Bailey, H. S. Moss, vice presidents; E. J. Gannon, treasurer; J. Ben Critz, vice president and general manager; C. J. Crampton, executive secretary (on leave of absence).

DIRECTORS: Nathan Adams, J. B. Adoue, Jr., A. H. Bailey, Paul Carrington, L. B. Denning, Henry Dorsey, Jr., Tom P. Ellis, Holmes Green, Karl Hoblitzelle, D. A. Little, A. M. Matson, Henry S. Miller, H. S. Moss, B. F. McLain, J. B. O'Hara, B. B. Owen, John E. Owens, C. R. Roberts, Ted W. Robinson, Clyde L. Stewart, Ernest R. Tennant.

DEPARTMENT HEADS: Executive—J. Ben Critz, vice president and general manager; C. J. Crampton, executive secretary (on leave of absence). Finance and Purchases—Mrs. Velma Boswell. Retail Merchants and Conventions—Z. E. Black. Manufacturers and Wholesalers and Southwestern Style Show Association—Bob Bourdene. Industrial—Clyde Wallis. Traffic and Transportation—Sam Goodstein. Public Relations and Membership—W. O. Cooper. Publicity—Andrew DeShong. Highway and General Information—Jessie Lancaster.

Telephone or write to the Dallas Chamber of Commerce for information on Dallas or the Southwest. Dallas is the geographic center, and the center of density of population and buying power in the Southwest—a natural economic unit which constitutes one-eighth of the national market, with one-seventh of the nation's buying power.

This Month

in

Southwest Business

Southwest Business has a distinguished group of contributing editors for this State Fair edition—showmen, business men, journalists.

★

Harry L. Seay, chairman of the executive committee of Southland Life Insurance Co., is president of the State Fair of Texas. The energy, vision and showmanship he has brought to his new job are reflected in the general prediction that this year's Fair will be "the best yet."

Roy Rupard, veteran secretary of the Fair, has played a major role in making it "America's Biggest Fair."

Frank P. Holland, Jr. is publisher of Holland's and Farm and Ranch, and is a director of the Fair.

A. L. Ward is director of the Educational Service, National Cottonseed Products Association.

E. Paul Jones is the able publicity director for the Fair.

W. H. (Bill) Hitzelberger is a Fair director and chairman of its athletic committee.

Sam Acheson is a member of the staff of The Dallas Morning News; author of "Joe Bailey, the Last Democrat," and "35,000 Days in Texas."

Elizabeth Rea Crocker is art critic of The Dallas Morning News.

Douglas Hawley is a member of the staff of The Dallas Times Herald, and is also a former publicity director of the Fair.

Elmore Torn, agriculture-forestry director of East Texas Chamber of Commerce, is director of the Fair's Chemurgic Show.

John C. Massenberg is chairman of the Food Industries committee in charge of the Fair's Castle of Foods.

Clyde V. Wallis is manager of the industrial department of the Dallas Chamber of Commerce.

Advertising rates on application. Subscription rates, \$2.00 per year. Single copies, 20 cents. Foreign, \$3.00 per year. Published monthly and entered as second-class matter, February 6, 1922, at the Post Office at Dallas, Texas, under the act of March 3, 1879. Copyrighted, 1935, by The Dallas Chamber of Commerce. Reprint permission on request. Offices 1101 Commerce Street, Dallas, Texas. Telephone 7-8451. Night Telephones: Editorial 58-4981; Advertising 5-3586. Southwest Business is owned and published by The Dallas Chamber of Commerce. Its object is to assist the Southwest in achieving a sense of unity and co-operation by presenting articles which may prove interesting and informative to business men. Neither Southwest Business nor The Dallas Chamber of Commerce stands sponsor for or is committed by the views expressed by authors in these articles.

Southwest BUSINESS Salutes!

The Man of the Month
in Life Insurance

Southland Life's Star of Stars



W. H. "TOMMY" POWELL
Southland Life Ins. Co.
Corpus Christi

SOUTHWEST BUSINESS gladly salutes and pays well deserved tribute to W. H. "Tommy" Powell, designated by them as their leading underwriter for August and named as Man of The Month in Life Insurance.

To that tribute is added the salute to other leaders designated by their companies and we give you herewith the praise of the late Calvin Coolidge to life underwriters.

Said he:

"It seems to me that no calling demands more of a man than that of selling life insurance. Yet its rewards are commensurate because it combines opportunity to do good for one's fellow man and at the same time earn a livelihood in keeping with the salesman's ability."

Stars that Shine in the TEXAS INSURANCE SKY



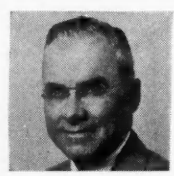
W. H. Jones, Waelder
Fidelity Union Life Ins. Co.



J. R. Gray, Dallas
Jefferson Standard Life
Ins. Co.



Ed. O. Choice, Dallas
Great National Life Ins. Co.



D. R. Graham, Dallas
Kansas City Life Ins. Co.



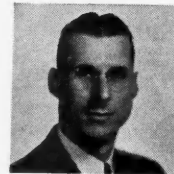
A. J. Bettwy, Monahan
Republic National Life
Ins. Co.



W. H. "Tommy" Powell
Corpus Christi
Southland Life Ins. Co.



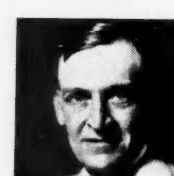
F. D. Savage, Dallas
Midland Life Ins. Co.



Lloyd Silberberger, Dallas
Connecticut Mutual Life
Ins. Co.



R. B. Means, Houston
United Fidelity Life Ins. Co.



Robert B. Dunn, Dallas
State Mutual Life Ins. Co.



Edward L. Jarrett, Dallas
John Hancock Mutual Life Inc.



Fred L. Hirsch, Dallas
Pacific Mutual Life Ins. Co.

Southwest Business

Volume 18, No. 9

Published by the Dallas Chamber of Commerce

September, 1939

IF ALICE could step into her wonderland of mirrors where time was turned back and could look into that glass reflecting Dallas in 1851, she would see a group of young pioneers sitting over a smoking tallow lamp, drawing up plans for the first fair ever held in Dallas County, or in Texas.

If she could follow the struggles of this little group, she would find them struggling year by year, until the Civil War broke out, and then she would see most of them off to serve the cause which they thought was right.

Then, in 1866, she would see those of the group who "came back" take up this self-same struggle and fight and fight, some years not having sufficient funds to lose in promoting the Dallas County Fair and Exposition. If she would look until 1886, she would see the group, now enlarged by "newcomers" take hold, organize the Dallas County Fair and Texas Exposition on the grounds now occupied by the world's largest State Fair.

It was a struggle in those early days, and being a non-profit organization, the State Fair of Texas has no surplus to fall back upon when the years are lean, and the 24 present directors of this "private" organization, still find it necessary to "dig" down and pay bills. For 51 years,

the same spirit has prevailed and the fight of that original group has been carried on, until today the State Fair of Texas is recognized as the "world's largest State Fair," and the second largest annual exposition in the world, still pursuing its primary purpose — promotion of better agriculture, livestock, poultry and commerce.

than those found on any permanent fair grounds, perhaps in the entire world.

It was in 1886 that the group which had struggled more than 30 years, finally succeeded in acquiring grounds and some temporary buildings and organized the Dallas County Fair and Texas Exposition. Of the original group, who had struggled for years, Jules Schneider, E. M. Reardon,

Captain Sydney Smith, and Captain W. H. Gaston were among the charter founders of the State Fair of Texas.

A rift appeared in the ranks of the group over location of the grounds, and a split ensued. One group withdrew and organized its own fair and obtained grounds in North Dallas, along the H. & T. C. tracks. The grounds were in the area east of Hall Street and close to where Washington Avenue now crosses the tracks. The fairs played "day and date," and both were successful, but both went "deep in the red." A reconciliation was brought about, the two boards were

merged and efforts were put forth to put on a "bigger and better show" the next year.

The two fairs came out \$100,000 in debt the first year, but the combined fair of 1887 showed a net profit of \$96,000, which almost cleared the indebtedness. Thirty-seven more acres were bought in 1888 under the presidency of J. S. Armstrong.

But in 1889 when Henry Exall became president the indebtedness again had arisen to \$100,000, for there had been many

Continued on Page 50



The State Fair of Texas, and the city which built it. In the foreground are exhibit buildings on the Esplanade of State. In the distance is the Dallas skyline. Parker-Griffith Photo.

It has been an uphill fight all the way, not only for the original directors of the organization, but for all successor boards which have had to "fight and figure." The fight has been well worth the results, for today the State Fair of Texas is not only the world's largest but occupies grounds and buildings more valuable

By HARRY L. SEAY

President, State Fair of Texas

THROUGH THE LOOKING GLASS

America's Biggest Fair

By ROY RUPARD
Secretary, State Fair of Texas

AN AVERAGE total of 833,999 persons yearly have visited the State Fair of Texas since 1926.

Twice in that time the attendance has jumped above a million, and once (in 1930) it dropped to only 675,327. But, notwithstanding many of these reporting years were ones of depression, the State Fair of Texas has maintained a yearly average attendance of more than three-quarters of a million persons—and again last year closely approached the million mark.

These attendance figures indicate the widespread interest obtained and held by this great Southwestern institution.

But the story is further revealed when we recount that approximately 500 indi-

vidual exhibitors are on the grounds each year with a variety of exhibits touching practically every phase of human life and welfare.

The State Fair of Texas lays further claim to the justly-earned title of "America's Biggest Fair," by reason of the vast investment in grounds and buildings, possessing by far the largest permanent exposition in plant in the American States. It has more than a million square feet of exhibit space. More than 90 per cent of the 254 counties in the Lone Star State are yearly represented in this exposition, and it draws similar representation from all of the Southwest. Large areas of Oklahoma, New Mexico, Arkansas and Louisiana have come to regard the State Fair of Texas as their own great

annual event—and truly it is. It is representative of all the empire that is the Southwest.

From its humble beginning of more than a half century ago, it is a far cry to the great exposition of today.

No miracles are responsible for the transition. Through the broad vision of those who, through a period of fifty years, have directed its policies, it not only has kept pace with the unprecedented development of the great section it serves—but it actually has kept ahead of that development.

In the years when King Cotton was reigning, and few would question the perpetuity of his reign, those directing the destiny of the State Fair foresaw the time when his reign would be challenged. Although Texas is the greatest oil producing state in the Union, the directors of the institution see the time when oil, too, must yield its supremacy. They have foreseen the time, and believe that time now is here, when a diversified ranching and agriculture is the only sure and solid foundation of a balanced economic well-being for city and country. With this view ever present, livestock, poultry, and all the branches of a better and a well balanced living have been featured in this annual event.

So successful is this, that in the coming Fair the livestock headquarters of the Western hemisphere will be in Dallas, with the coming of the American Hereford Show, the largest of its kind in the world.

In co-operation with other agencies, the State Fair this year is taking another advanced step. A complete chemurgic exhibit will be in place. Chemurgy, in the belief of those who have studied the situation, is the answer to the future economic problems of the section.

The saying has become trite, over the long period we have been a Southwest institution, that each year the Fair is bigger and better. But that has been literally true, and in even greater measure it is true of the event of this year.

Continued on Page 45



STATE FAIR YESTERDAYS: A Dallas Day crowd on the quadrangle in front of the old Fine Arts Building, about 1912 (above); the main entrance to the 1903 State Fair of Texas (center); and one of the principal exhibit buildings at the State Fair of fifty years ago (bottom).



STATE FAIR TODAY: The Texas Centennial Exposition of 1936, which interrupted the State Fair for three years, bequeathed to the Fair the finest exposition plant in the world. The State Fair park was enlarged, and entirely reconstructed for the Centennial. New exhibit buildings, museums, the Agrarian Center, general beautification and improvement of the grounds involved a permanent investment of more than \$15,000,000. The State Fair resumed its progress in 1938, following the Centennial and Pan American Expositions, and successfully celebrated its Golden Jubilee with a two weeks' attendance record of almost 1,000,000 visitors. The 1939 Fair, October 7-22, will make maximum use of its great facilities and will emphasize more than ever before the fundamentals of livestock and agriculture. Shown above is the magnificent Esplanade of State, with its 600-foot reflecting basin leading to the Hall of State shrine. Flanking the reflecting basin on the Esplanade are mammoth exhibit halls.

Up From the Chisholm Trail

By FRANK P. HOLLAND, JR.

ROUGHLY speaking, Texas has about twice as many cattle today as in 1866, when first herds went to market over the Chisholm Trail. Age for age, the Texas steer of 1939 carries twice to three times the weight of his Longhorn predecessor and it's better beef. The family milk cow of 1866 was the sister of the Longhorn steer and did well to fill a quart cup at a milking. Her 1939 successor—and there are nearly a million and a half Texas cows kept for milk—fills a ten quart pail twice a day, and besides supplying a population of six millions with milk, butter and ice cream, has raised Texas to sixth place in cheese production.

During the Trail Driving era of about twenty years, the largest number of cattle ever sent to market from Texas in a single year (1871) was about 600,000. More than double that number are now annually slaughtered in Texas, and the best estimates available indicate that about three times the 1871 number are shipped out of the state to slaughter markets and feed lots elsewhere. With all its glamour of romance, the Chisholm Trail and its successor trails took an average of only about half a million head a year out of Texas in twenty years, while five U.S.-inspected Texas markets alone now slaughter an average of more than that many cattle, besides more than 300,000 calves.

Seventy years ago no sheep and little

wool was shipped from Texas. Today the state has nearly ten million sheep, or a little less than one-fifth of all the sheep in the United States. Besides the slaughter for home consumption in Texas, nearly two million sheep and lambs annually go to slaughter and feeder markets outside the state.

When the Texas State Fair was organized the trail days were drawing to an end, and the improvement of Texas cattle had just begun. There were probably fewer purebred livestock in the entire state than many single counties now have. The State Fair was the principal proving ground and show window for quality livestock, during its early years, and gave a great impetus to the importance of purebred and registered animals of the leading breeds. Today Texas stands at the head of the class in numbers of purebred and registered Hereford, Jersey, and Brahman cattle, Rambouillet sheep, Angora goats, and ranks with the best in the quality of these and many other breeds.

While the improvement of livestock was proceeding, Texas was also increasing her crop production by leaps and bounds. Feed grains and forage were multiplied several times during the first quarter of the present century, and cotton

production doubled in about the same period. Incident to the production of some five million bales of lint in the record years, was the production of something like a million tons of cottonseed meal or cake, one of the world's most valuable protein feeds, and an ideal complement to the grasses, grains and forage feeds, in a balanced livestock ration.

In 1928 most of the cottonseed meal and cake, much of the oats and barley, a high percentage of the grain sorghums, wheat and rice by-products, and even some of the hay grown in Texas were being shipped out of the state to be fed to livestock elsewhere. At the same time, most of the lamb and calf crops of Texas were either going to market in an unfinished condition, or were going to feed lots in the corn belt, where they were fattened for market with the help of cottonseed meal shipped from Texas. The Texas farmer and ranch man were selling raw products, both livestock and feed crops, which somewhere, sometime, had to be combined into a single product in the form of meat, milk, etc.

The cotton producers were in trouble again. Not a new experience at all, but more serious than usual. A Southwide cotton conference was called at Jackson, Mississippi. It looked like just another oratorical contest which would result in nothing but a set of resolutions to reduce cotton acreage. The cotton South had been treated to several of the same sort before, and a good many people felt that the "philosophy of scarcity" was neither workable on a voluntary basis, nor desirable from either an economic or sociologic standpoint.

Into that conference, therefore, a new thought was injected. "Show the farmer how to make more income by other feasible means, and the cotton acreage will take care of itself," the Governors' Cotton Conference was told. How? Simply by combining livestock production with cotton production. By concentrating the feed crops into livestock products. By utilizing otherwise idle time and capital in feeding operations. Not merely by "diversifying" and crop rotations, but by distributing both labor and income to a better advantage. The answer in a nutshell was a combination of crops and livestock.

In 1929, at Midland, Texas, the idea took organized form under the name of the Breeder-Feeder Association. The first



Supreme Advance Domino is one of the champion Herefords which will be shown at the State Fair. He is from Jack Frost's White Hat Ranch at Blackwell.

Continued on Page 22

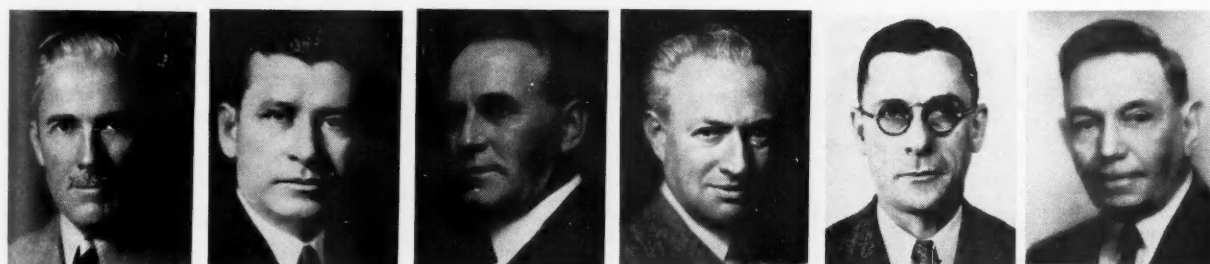
MEN BEHIND THE FAIR



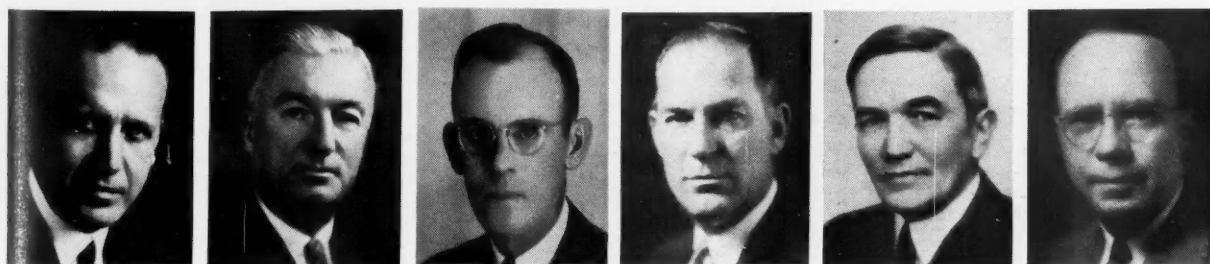
SENIOR DIRECTORS OF THE STATE FAIR—Above, left to right: Nathan Adams, Ben E. Cabell, Jr., John W. Carpenter, T. M. Cullum (second vice-president), J. J. Eckford, Edgar L. Flippen.



Above, left to right: Otto Herold, W. H. Hitzelberger, Frank P. Holland, Jr., Edwin J. Kiest, Arthur L. Kramer, A. M. Matson.



Above, left to right: Frank L. McNeny, James M. Moroney, Charles F. O'Donnell, R. J. O'Donnell, D. H. Pace, W. F. Pendleton.



Above, left to right: Hugo W. Schoellkopf (first vice-president), Harry L. Seay (president), Clyde L. Stewart, J. C. Tenison, R. L. Thornton, T. M. Watson. Other officers are Roy Rupard (secretary), Fred F. Florence (treasurer).

JUNIOR DIRECTORS OF THE STATE FAIR—E. F. Anderson, A. L. Exline, J. Howard Hayden, Alvin Herold, J. Porter Holland, Jr., Weaver E. Holland, Hayden Hudson, J. J. Kettle, Rex V. Lentz, Bobbie Maxwell, Robert M. Olmsted, Jordan Ownby, John G. Pew, Alphonso Ragland, Jr., Julius Schepps, Joe C. Thompson, Jr., J. Glenn Turner, George O. Wilson, James K. Wilson.



Young Texans, like the four boys above, draw inspiration from the State Fair's livestock show—inspiration which they turn into dividends in better livestock. Dennis Hayes Photo.

LATE in October if you had passed a Central Texas farm, you would have seen—and heard—a tow-headed boy struggling to tie a piece of baling wire around a squealing pig. He was standing beneath cotton scales and the serious look on his face was evidence that his activities were not a game. And, when he managed to hoist the pig up to where he could balance it on the scales, the serious expression changed to one of disappointment. That the pig came far short of the weight he sought was plainly written on his face.

That farm boy seems far removed from the State Fair of Texas and all of the superlatives used to describe the magnificence of this annual spectacle. Nevertheless, that boy and the scene which we have described represent the ultimate goal of the State Fair of Texas.

This is true because the inspiration of the State Fair caused this farm boy to go home to weigh, as best he could, his own pigs to see how nearly they approached his ideal, as represented by the animals he saw on display at the Fair. Through such inspiration, carried back to the farms and ranches of the Southwest, the Fair accomplishes its greatest good, and few would question the statement that the value of the Fair to boys and girls is even greater than to adults.

The fair is the show window of the Southwest, but not all who look at the products displayed see the same thing.

To adults, the products exhibited are likely to represent past achievements. To them, the Fair is a source of pride in the accomplishments of one of the nation's greatest agricultural and livestock regions, as well as pride in the engineering feats represented by farm implements and machinery.

For 4-H Club boys and girls and Future Farmers, the Fair is a show window to the future. Each animal exhibited represents the better livestock he is going to have on his farm of the future. The tractors and implements are a chance to sell Dad on the idea of better equipment. The improved varieties of cotton mean an earnest effort to get away from "half-and-half."

The educational agricultural exhibits presented by county agents and their 4-H Club boys, home demonstration agents and 4-H Club girls, and vocational teachers and Future Farmers, present an interesting picture of the program they are carrying out at home. Many of these exhibits show the utilization of home-

grown grains, roughages and cottonseed meal to make a balanced ration of farm feeds.

To these young people, trained in their organizations to see with an understanding of the importance of constant improvement in farm and livestock methods, it is a "Fair of the Future." And in that fact, lies much of the strength of the State Fair of Texas, for the future of the Fair rests largely in the hearts and hands of these boys and girls. Multiply the farm boy mentioned at the beginning of this article by approximately 100,000, and you will have a fairly accurate picture of the scope of organized Future Farmer and 4-H Club work among Texas boys and girls.

Then, study the programs that these young people are carrying on under the careful planning of Extension Service and Vocational Agriculture leaders, and you are in a position to evaluate the influence that the State Fair can, and does, have on rural Texas.

Each 4-H Club member and Future Farmer who comes to the Fair sees the livestock and exhibits in their relationship to his own individual project. This is a natural result of the fact that each member of these organizations is carrying out a project carefully planned to teach him better methods of crop and livestock production, management and marketing. These are practical programs, involving the every day problems of farming or ranching; they are money-making programs through which many boys and girls have earned (with a book keeping system far more accurate and

FOSTER PARENT

By A. L. WARD

exact than those of many adults) amounts that would represent a good annual income for many adult farmers or ranchmen.

In thinking of these activities, remember also that almost every young person is, by nature, a reformer. Youth sees the realities of a problem without too much respect for the traditional causes, real or imaginary, for it. Young people tackle problems with an enthusiasm seldom found in older people. This reforming instinct explains the influence of 4-H and Future Farmer activities on agriculture and livestock raising that has been far out of proportion to the actual number of persons who have been engaged in these activities. Fur-



thermore, much of this influence has been exerted through livestock shows and fairs, where the general public has opportunity to see concrete examples of the practical value of the improved methods which these young people use.

These facts are evidence that the value of the State Fair, when it reaches young people with its message of better farming and better livestock, is far greater than it would be if only the same number of adults were reached.

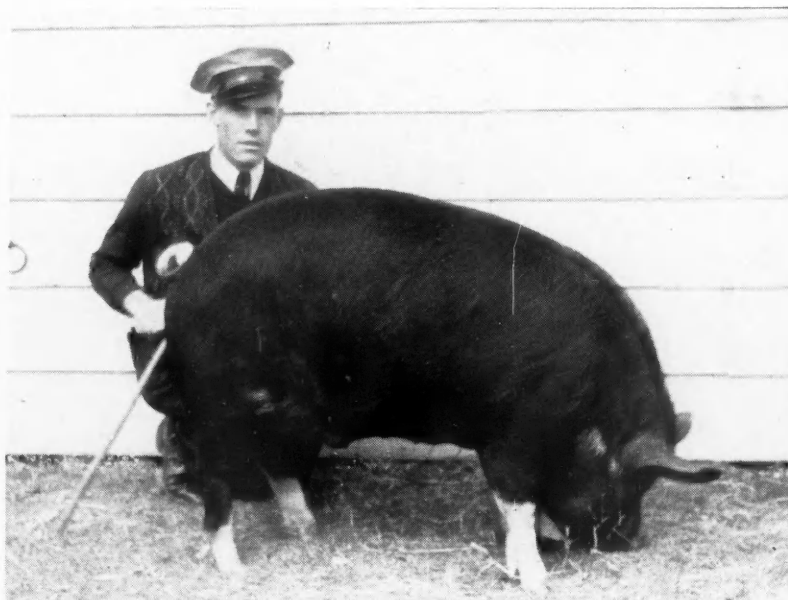
This year, the State Fair will have more to offer young people than ever before, as is clearly shown by the information contained elsewhere in this issue of "Southwest Business".

With outstanding livestock breeders from the entire nation scheduled to exhibit at one of the largest shows ever held in the South or Southwest, with the nation's first fair chemurgic exhibit planned to stress the relationship between chemistry and agriculture, and poultry, dairy, farm equipment and other exhibits that will be outstanding, the 1939 Fair will serve as an inspiration to every young farmer or ranchman who has an opportunity to see it.

In view of these features, it is especially gratifying that State Fair officials plan to make it possible for an increased number of Future Farmers and 4-H Club members, as well as adult farmers and stockmen, to see the 1939 Fair.

Plans made by agricultural and industrial leaders, cooperating with President Seay and Directors of the Fair, will enable stockmen, farmers and others interested in agriculture to obtain special low-cost tickets for use on livestock judging days.

To the farm boys and girls of the Southwest, the State Fair of Texas is always the biggest event on the calendar. Each October they come to Dallas by the thousands, in organized groups, to get a message of better farming and better livestock. (Dennis Hayes Photo.) Below is Johnnie Helms of Clifton, Texas, 4-H Club boy, with his champion barrow at the 1938 State Fair of Texas.



These special tickets should be available to every farmer and ranchman interested in livestock, and the action of the State Fair gives businessmen an outstanding opportunity to render a service that will be of lasting value to the agricultural and livestock development throughout this section. Bankers, merchants, cotton oil mill managers, and others directly or indirectly interested in agriculture will help themselves and their community by obtaining a supply of these tickets and distributing

them free to the fathers and mothers of 4-H Club and Future Farmer members, as well as to other farmers and stockmen.

In addition, it would be a great service to Texas and the Southwest if civic clubs in each community would see to it that transportation to the Fair is available to all Future Farmers and 4-H Club members. Even though many clubs and chapters have already arranged to "see the Fair," many more

Continued on Page 45

FERRIS WHEELS...

AMONG a million people showmen find varied tastes.

To supply entertainment for Children's Day at the State Fair of Texas, or for Golden Wedding Day, or for Woodmen of the World Day, or American Legion Day, or for W. C. T. U. Day, it takes a multitude of showmen and a multitude of ideas.

The State Fair of Texas each year buys its attractions from many different agencies. This year the auditorium show—*Folies Bergere*—was bought in Hollywood, the Rubin and Cherry Shows were bought in Chicago, the Holy Land was bought in Toronto, the Candid Camera Show comes from the San Francisco World's Fair, the Hopi Indian Village comes from the New York World's Fair, and other attractions come from other sections of the country, each with a certain appeal to classes or to the masses.

This varied taste is the reason the State Fair of Texas each year must choose the carnival with the newest rides, the funniest fun-houses; the auditorium show which will meet the desire of the theater-goer; the free acts with the greatest thrill, and other shows and amusements to fill in where these do not.

During the course of the year of preparation, many miles are travelled, many persons interviewed, many acts are

watched, in order to make up an amusements program which covers practically every phase of the show business. This year trips were made to Chicago, to New York, to Hollywood and Los Angeles and to San Francisco, seeking the best to entertain the million visitors to the Fifty-First Annual State Fair of Texas.

Folies Bergere was witnessed by a group of four Fair officials in the California Auditorium at the Golden Gate International Exposition at San Francisco, and because it was novel, spectacular and had been such a sensational hit in Paris, in London, and in New York, it was selected as the auditorium attraction at the State Fair of Texas.

The *Folies Bergere* which will play the entire 16-day period in the State Fair Auditorium will present such stars as Emil Boreo, Margot, George Bruay, Franklyn D'Amore and Anita, Tito Valdez, Mme. Corinne and many other international stars whose names are bywords on the Parisian Boulevard, or the London Strand.

Among the many attractions will be found such shows as the "Swing Revue," an all-girl show, featuring Margie Lee; the "French Casino," a French revue with Parisian beauties; "Club Plantation," a riot of Harlem entertainers; "Beautiful Hawaii," with Princess Alahoa and her hula girls; "Ever Since Eve," a biological exhibit; "The Streets of Shanghai," an Oriental mystery show; the Carlson Sisters, two girls whose combined weight aggregates 1,416 pounds; "Monkeyland," a show that will delight both young and old; "The Bughouse," a maze of mirrors that defy you to find your way in and out; "The Dipsy Doodle," a fun house that has been the talk of the country; "The International Midgets," a group of 30 small entertainers, and many other shows too numerous to mention.

Many new and novel rides will be found on the midway, as well as the old standbys—automobile-racing games, the Whip, the "Tunnel of Love," the "Aqua-plane," the Merry-go-round, streamlined roller coasters, pony rides and at least ten other rides that have never before been seen locally.

In the big tent, "The World's Fair Freaks" will present such amazing char-

AND CHORUS GIRLS

By E. PAUL JONES



The artistic setting of the original has been faithfully transported to the New World. The cast is wittily and divertingly costumed and its novelties are numerous.

It will be presented at popular prices. The amusements committee is headed by Otto Herold and other members are: Frank McNeny, Jordan Ownby, J. J. Kettle and Alvin Herold. The latter four witnessed performances of *Folies Bergere* in California.

The Rubin and Cherry Shows were contracted because they will offer newer rides, newer shows and newer amusements than any other carnival on the road this year. This is the first trip to Texas of the Rubin and Cherry Shows, and they bring 55 train carloads of fun and amusement. The carnival will occupy the old carnival grounds at the Fair, which have been cleared off and will give the show an opportunity of setting up in horseshoe shape, where Neon lighting will be more effective.

The variety of entertainment on the midway of the Rubin and Cherry Shows can be seen at a glance.

acters as Frank Lantini, "The Man with Three Legs"; a man who shaves with a blow torch; a sea captain who swallows not only knives, but swords and daggers; a young colored lad that makes his eyes pop out of his head at will and two beautiful young women that were joined together at birth.

Free acts must be bought . . . and in buying, officials must decide on those acts which are sensational, which can be seen by the most people and which will please the most people. The State Fair of Texas has a policy of presenting the acts on the grounds and for this reason they try to buy acts which "work in the air".

This year it has been successful in purchasing two of the most sensational acts seen in the outdoor show business in many years. The acts work 60 feet above ground and 120 feet over the terrain.

In the Castle of Foods, the State Fair of Texas will present one of Dallas' favorite sons—a son who has risen and taken his place among the all-time stars of the stage, and returned to Dallas the greatest minstrel of them all. Bert Swor-



Two of the glittering stars of Folies Bergere, the State Fair's Auditorium show, are Veronica (top) and Vera Nargo (below).

will present, three times daily in the Castle of Foods, a miniature of his famous days in blackface. He will have a band and minstrel numbering twelve.

It has become customary within the past few years for exhibitors to buy acts and present them as a "bally" for their particular exhibit. The Galveston-Houston Brewing Company, maker of Southern Select Beer, has gone a step further than this. In 1938 it bought an act, "Bozo, the Mind-Reading Dog," and presented it free on the grounds. Results were such that it decided on another presentation, and this year will present the Southern Select Circus.

The circus will consist of Sally and Mary, two famous moving picture elephants which have appeared recently in pictures with Oliver Hardy, Freddie Bartholomew, and in "Tarzan" pictures



Beauties like these are an important ingredient in Folies Bergere, which comes to the State Fair's Auditorium October 7, after sensational engagements in Paris, London, New York and San Francisco. The Fair will present the show at popular prices.

with Johnny Weismuller, and a mixed group of 12 lions and tigers. The animals are from the famous Goebels Animal Farm at Los Angeles, and will be worked by Miss Bernice Emerson, and Captain Louis Roth, two of the best known animal people in the show business.

The Southern Select Circus will be presented on the plaza in front of the Educational Building, three times daily

and four times on Saturdays and Sundays.

There is one attraction purchased each year by the State Fair of Texas, and practically every other fair in the entire country, which is of great interest to both old and young, the Fireworks Show. It is the "blow-off" for the evening and the program is generally presented at 10 p. m.



The State Fair's mammoth Cotton Bowl, seating 47,500 football fans, will be the battleground for three collegiate and six high school games during the 1939 exposition. In preparation for this gridiron feast, the Fair has made extensive improvements in the Cotton Bowl facilities as well as far-reaching changes in its athletic policies for both fans and teams. Lloyd M. Long Photo.

THE eyes of football fans of the Southwest will be turned on the State Fair of Texas this Fall. An aggressive, hard working Athletic Committee of the State Fair of Texas has prepared a football feast, with improved conditions in the Cotton Bowl Stadium. Thousands who will attend the State Fair Exposition next month will be greatly surprised and pleased at the changes and conditions made available for them.

Every obstacle has been removed and many improvements have been made to encourage football teams near and far to look favorably to scheduling games in the stadium during the State Fair of Texas. This year and in the future, the holder of a football ticket to a college or high school game will be admitted to the Fair without additional fee at the gates for attendance to the exposition, on the day of the game. Also, for the business managers of the football teams there has just been completed an office, built in the stadium entrance, for these officials to work and complete the details in connection with the game. Additional dressing room space, clean and improved conditions, will mark the 1939 season.

The federal, county, and city law enforcement officers will cooperate fully in preventing scalpers selling tickets at a premium. The hotels and restaurants had their officials and representatives meet with the State Fair Athletic Committee on the invitation of the committee and they pledged themselves to hold to regular, normal prices on game days, the same as any other. The entire Board of Directors, both senior and junior, of the State Fair will assist in a genuine welcome to visiting schools, their teams and officials.

Athletic directors have promised to provide good seats for sale locally and everything will be done to make visiting teams and all visitors welcome.

Outstanding among the improvements to the Cotton Bowl are a twenty-foot exit gate at the north end of the stadium, two ten-foot ramps spreading down from the rim, a ten-foot exit gate with ramp leading down from the rim at the southwest corner of the stadium, and extra gates provided, with those already installed at the bottom of the seating area, will be thrown open at the end of each game, permitting people to

move out on the field without climbing back up the stairs and then down again. The people moving out on the field from their seats on the lower rows can then make their exits through the large tunnel gate at the south entrance of the playing field.

The All Star-Green Bay Packers Football game on Labor Day night introduced the improved lighting facilities for night games. Under the direction of electrical engineers the flood lighting efficiency of the playing field has been improved one hundred per cent by installation of new and complete reflectors for the high powered lights. New and stronger candled light globes have replaced all that were not perfect.

Opening day, October 7, will find the Sunset High School team playing the

Fair Football Menu

COLLEGIATE

Oct. 14—Texas U. vs. Oklahoma U.
Oct. 21—S.M.U. vs. Marquette.

HIGH SCHOOL

Oct. 7—Sunset vs. North Dallas.
Oct. 12—Tech vs. Adamson.
Oct. 13—Forest vs. Woodrow Wilson.
Oct. 20—Forest vs. Adamson.
Oct. 21—Tech vs. Sunset.

NEGRO

Oct. 16—Lincoln vs. Washington.
Oct. 16—Wylie vs. Prairie View.

North Dallas High School team in the afternoon. No college game will be played because of the All Southwest Pageant to be held in the stadium at night. This will be an event that will go down in history as one of the outstanding pageants ever held in the Southwest. It will be in the Cotton Bowl on the opening Saturday night, and will officially announce to the world that the State Fair has opened and that there will be two weeks of continuous shows. An attendance of 50,000 or more is anticipated in the stadium on that night and it will really be something to see and to long remember.

That part of the high school schedule during the State Fair of Texas will

GRIDIRON FEAST

By W. H. (Bill) HITZELBERGER

be played at the Cotton Bowl in the Fair grounds. Following is that schedule:

Oct. 7—Sunset and North Dallas.
Oct. 12—Technical and Adamson (Dallas Day).
Oct. 13—Forest and Woodrow Wilson.
Oct. 16—Lincoln and Washington (Colored).
Oct. 20—Forest and Adamson.
Oct. 21—Technical and Sunset.

Saturday afternoon, October 14, the second Saturday of the Fair, will find the University of Texas in its annual classic with the University of Oklahoma, in a hard-fought contest, with thousands of visitors that every Dallasite will do

Continued on Page 46

NOTHING ever gives quite the index to a city's character as do the various phases of its cultural life. In particular, the place of art is the most significantly revealing aspect of any. The progress of Dallas in this respect has been marked on a year to year basis as definitely as the inch lines on a ruler. If it hadn't been for the State Fair of Texas, who knows when the cause of art in Dallas might have been espoused and started on the road to its present high point of civic pride and interest?

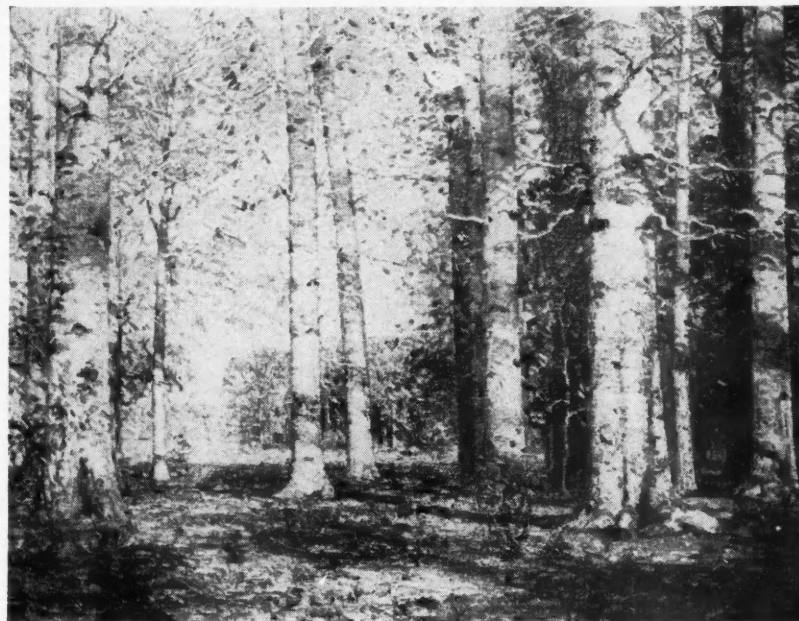
It's a far cry from the little fenced-off portion on the wooden balcony of the main exhibition hall, which was the art gallery during that initial fair of 1886, to the \$500,000 stone structure designed solely for the housing of art treasures and opened in 1936 for the celebration of Texas' Centennial. It's a long jump from that first brave exhibition of water colors and drawings and designs on velvet, entered by local artists and school children, to the \$10,000,000 collection of world-famous paintings and sculptures with which the new Dallas Museum of Fine Arts was dedicated.

The changes wrought by the fifty years followed in logical sequence and reflected the growing sophistication of the little village on the banks of the Trinity. Where yesterday the State Fair provided the one opportunity a year to see an exhibition of art, today there are several dozens of visiting exhibitions scheduled during the season. But now as then the exposition display remains the high point of the year's art showing and fully as much thought and care, and even more cash, are expended on this annual exhibition.

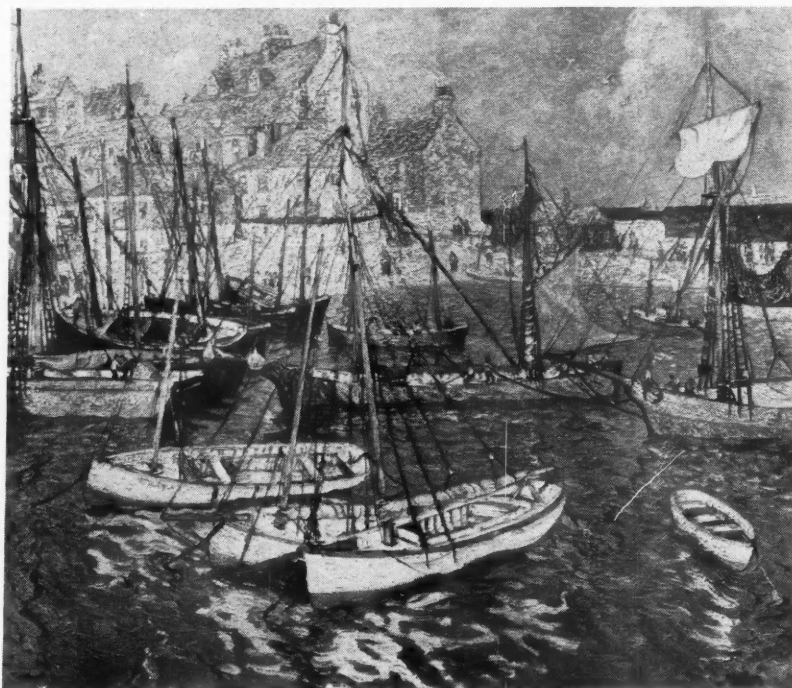
The premium booklet for the Dallas State Fair, which was to open Oct. 26, 1886, announced that Classes 9, 10 and 11 in the Ladies Department would be devoted to decorative art work, art work by amateurs and art work by professionals, respectively. In the amateur classifications awards ranging from \$1 to \$5 would be made and in the professional division diplomas were to be awarded for the best pictures. There was also to be a display of photographers' work for which diplomas were to be given.

And so art made its bow with the fair and in company with plain and fancy sewing, bread, cakes and canned goods.

Art for several years remained a division of the Ladies Department, presided over by Mrs. Sidney Smith until her death



"Michigan Birches" by John F. Carlson is one of the early purchases from the fair exhibition for the permanent collection. This was acquired in 1915. "Fishermen's Houses—St. Ives" by Hayley Lever (below) is a somewhat later addition to the collection, being obtained in the twenties.



in 1904, when Mrs. Sidney Smith, Jr., assumed the responsibility. There was

little change from the first year for the combined Texas State Fair and Dallas Exposition in 1887. The following year private collections were placed on view in addition to the other entries.

It was late in the nineties that the first truly professional exhibition was held. This was obtained through the good offices of Frank Reaugh, young Dallas

Continued on Page 23

Fair Deal for Art

By ELIZABETH REA CROCKER

The Fifty Years

By SAM ACHESON

THE State Fair of Texas was born in the fiftieth anniversary year of the winning of Texas independence. Its own span of life has now spread over more than fifty additional years in the history of the Lone Star State. The founders of the fair saw and knew personally some of the last survivors of the Battle of San Jacinto. Their children and grandchildren witnessed the great flowering of the idea of the fair in the Texas Centennial Exposition, held on the same fair grounds in 1936.

These two halves of a full century of Anglo-American civilization in the Southwest form a convenient division in viewing the past. Thus far the earlier period has seemed more glamorous, for it has the advantage of a much longer perspective in which to view the colorful figures and the dramatic events crowded into it.

Yet the time is fast approaching when the personalities, the contests and the achievements of the last half century will begin to take on the romantic hues of a more distant, and therefore a more heroic, past. Already we sense that the generation of 1886 was a bold and memorable band of pioneers. If on parade they

wore Prince Albert coats and stove pipe hats instead of buck skin breeches and coonskin caps, they possessed nonetheless the same audacious spirit and will to win that first brought their fathers into the Southwestern wilderness.

Formal history is somewhat of a lag-gard. But before our industrious historians close up the gap between our day and that of Jim Hogg, we are not estopped from glancing at the broad outlines of the fifty-three years since the State Fair of Texas first opened its gates.

It is true that, politically and geographically, there has not been much change in Texas during the past half century. The question of whether we would stay in or stay out of the American Union had been settled prior to that date. Our territory has since shrunk a bit, thanks to the restless meanderings of the Rio Grande and the Supreme Court's decision in the Greer County case. But Texans make generous neighbors, and they welcomed the marriage of the Indian and Oklahoma Territories as another sovereign state in 1906, and they were equally happy to see New Mexico shed territorial for Statehood status in 1911. Despite some agitation, Arkansas

has retained her noble name throughout these years, while Louisiana is still the land of lagniappe and langorous beauty, before as well as after the rise and fall of the incredulous Huey.

The startling changes of the past half century are to be found, rather, in the economic and social fields. Growth of population, vast internal developments, great jumps in the production of wealth have each helped lift the Southwest in a generation from an inconsequential to a commanding position in the nation. Three giants of industry—cotton growing, cattle raising and oil production and refining—have each found themselves largely in this period. Other farming, mineral and industrial enterprises have been planted to flourish since the semi-Centennial of Texas. Modern cities and metropolitan market centers have blossomed on sites that were bald prairies or mere hamlets fifty years ago.

Paralleling this economic advance has been progress in all lines of human endeavor and welfare. The nation's largest network of rail lines, and one of its best, has been welded together since the 1880's to provide the basic transportation system of the Southwest. To meet the de-



Downtown Dallas from the west, with the Commerce Street triple underpass in right foreground, Lamar Street at left. Lloyd M. Long Photo.



Three stages in the growth of Dallas from village to metropolis: Above, today's Dallas skyline, photographed from the east levee of the Trinity River (Lloyd M. Long); center, Main Street in 1916, with the steel framework of the Kirby Building rising at Main and Akard (the old Imperial Hotel, on the site of the First National Bank Building, is at left foreground); below, Commerce Street in 1900, looking west from the roof of the old Oriental Hotel.

mands of the revolution brought about by the automobile in the daily lives of the people, Southwestern States have created unrivalled systems of modern highways and lateral roads. Telephones, radio, power and light lines, together with a press second to none, have speeded intercommunication of the people of the region.

The common school system was in its infancy half a century ago; today the Southwest provides sound education from the little red school house through the great universities that dot the map. Religious, fraternal, business, civic, philanthropic and recreational organizations have sprung up and prospered on every hand to minister to the needs of individual and community.

These are but a few generalized aspects of the swift moving pageant that is the history of the Southwest since 1886. When the day comes to tell that story in its picturesque detail, the State Fair of Texas will figure prominently in it. For more than half a century it has provided one milestone after another in the registry of progress. The first electric street railway was the sensation of the fair of 1892. An airplane that actually flew held the fair visitor of 1911 spellbound. Who of this generation can forget the marvel of television, first disclosed at the Centennial Exposition? Exhibits, exhibitors and visitors are principals and supernumeraries in this pageant which will be incorporated some day in a second and grander Cavalcade of Texas and the Southwest.





The State Fair's Chemurgic Show will reveal how East Texas pine forests are becoming the basis for a great new industry.

THE State Fair of Texas has had as its consistent policy to make its agricultural exhibits more interesting and representative each year.

For many years now the Fair has not had the space to take care of the counties which have wanted to exhibit the farming progress of their communities. At the present time the resources and space in the agricultural exhibit only allow for entry of the 64 counties which apply first and have their applications approved.

Although farm chemurgy is being given a prominent place in the State Fair this year and plans for the show are progressing nicely with every indication that it will be one of the main attractions this year, it will be explained fully later in this story as we will first deal with the evolution in farm exhibit thinking which led to the State Fair of Texas and South Texas State Fair at Beaumont putting on Chemurgic shows this year.

Showing the recognition that is being accorded the farm chemurgic exhibits at the Fair is the fact that the exhibits will be staged in a special hall of the general exhibits building to be designated as the Hall of Chemurgic.

Several years ago, the State Fair after joint discussion with the Extension Service, regional chambers of commerce, and other agricultural agencies decided to get away from offering prizes on stereotyped exhibits. The decision was made to offer cost compensation to counties which offered plans of presenting an

FARMERS' FRIEND

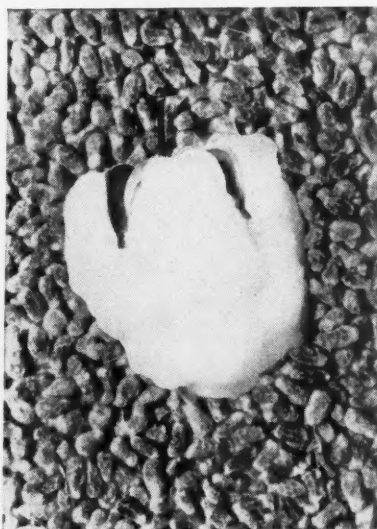
By ELMORE TORN

agricultural working theme of a practical farm program being carried on in their respective counties.

In addition to this, vocational agriculture activity was encouraged by having a number of community agricultural exhibits. However, individual achievement on the farm was not minimized and appropriate recognition continues to be given to excellence in production, canning, and home making. Besides this the splendid agricultural development work being done by agricultural institutions has been impressively presented to the public.

One of the best poultry shows in the Southwest can be seen every year at the Fair and new features are being added constantly. A water fowl division is being installed this year to be amply taken care of with the installation of a concrete water fowl haven.

The livestock and swine exhibit will be the most extensive ever shown in Texas. The Royal Hereford show is coming to Texas for the first time. Judging days are being featured which will allow the rank and file to learn about the desirable characteristics that are essential in building up good herds. This will be topped by a great meeting of livestock producers and fanciers at the Breeder-Feeder Banquet to be given the evening of October 10.



Cotton and cotton seed will naturally play an important role in the Fair's Chemurgic Show. Parker-Griffith Photo.

Sheep, goats, saddle horses, and draft animals, Texas' finest, will add to the enthusiasm engendered by the many other fine attractions, which it is impractical to mention in a story dealing primarily with agriculture and livestock so far, and trying hard to get to farm chemurgy, which this year is contributing its part to enliven the Fair's program, and which will illustrate a movement that can come to mean immeasurable good to the farming industry of Texas and the nation.

But before we pass to chemurgy, let us take a look at an important innovation that was made in the agricultural exhibits plan last year. That was to try to feature regional farm exhibits along with the many other arrangements. This idea caught on and last year the East Texas Chamber of Commerce cooperated with a number of its counties in arranging the first regional exhibit around the sweet potato growing area in East Texas.

This year at the invitation of State Fair of Texas and the South Texas State Fair, the East Texas Chamber of Commerce is assembling and arranging farm chemurgic exhibits for the two fairs. In this new and unproven venture the East Texas Chamber is receiving full cooperation from the West Texas Chamber of Commerce and South Texas Chamber of Commerce. And the exhibits are being made possible only through the wholehearted assistance of the agricultural and educational institutions of Texas, the press, chemurgic-minded firms and individuals of this state and many other chemurgic-thinking corporations and institutions in several other states.

Victor H. Schoffelmayer of the Dallas News was the one who instilled the chemurgic spirit into directors of the Fair, when he addressed the directorate on the value of furthering the chemurgic movements through the medium of Fair facilities.

The farm chemurgic exhibits will tell the story of chemurgic progress in Texas, as well as advances along this line that have taken place in this field over a number of years in the Middle West and the East. If war conditions do not sidetrack their present intentions, the governments of both Mexico and Canada will send exhibit material illustrating the farm chemurgic interest of these two nations.

Farm chemurgic material from Texas will bring results of chemurgic research

Continued on Page 54

Gulf Insurance Company of Dallas

Branch offices in Los Angeles, San Francisco, Indianapolis and St. Louis



Fire—Tornado—Plate Glass—Full Coverage Automobile Insurance. Over six hundred Agents in Texas alone.

We cordially invite our Agents and Policyholders to call on us during their visit to the State Fair of Texas.



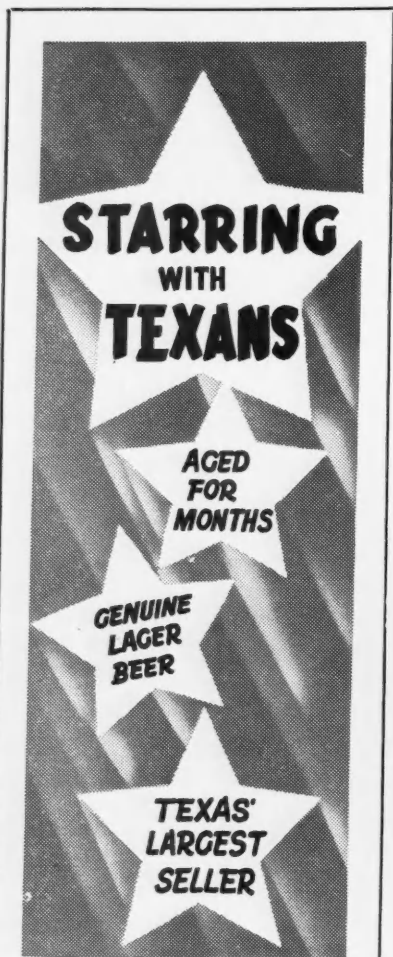
HOME OFFICE THOMAS BLDG. • 1314 WOOD STREET DALLAS, TEXAS
E. L. FLIPPEN, President T. R. MANSFIELD, Vice President and Secretary



TEXAS has demonstrated its readiness to adapt modern ideas to agriculture as fast as practical experience and research indicate new practices to be feasible. The majority of Texas agriculturists are profiting by the time- and labor-saving advantages of the latest developments in power farming.

In the same manner, John Deere applies the results of scientific research to farm implement engineering. Design, materials, and methods of fabrication are constantly undergoing change and improvement—toward the end that waste, inefficiency, human drudgery, and high production costs may be successfully overcome throughout agricultural America.

John Deere Plow Company
DALLAS



No Finer Beer
at Any Price

Ask for
Grand Prize



Up From the Chisholm Trail

Continued from Page 10

exhibit and sale of feeder calves and lambs was staged at the State Fair of Texas. Through the active interest and cooperation of many individuals, and both private and public institutions, the Breeder-Feeder program has spread into every part of Texas and the adjoining states, and there are now many local organized groups fostering it. It is impossible to get complete statistics on the results, but in January, 1939, records were collected showing more than 100,000 head of beef cattle on feed under the supervision of county agents alone, and the Federal Bureau of Agricultural Economics reported 210,000 head of

entries already made forecast the greatest livestock show of its fifty-one years. The people of Texas and the Southwest will have a rare opportunity to see the best in every species and most of the breeds of livestock and poultry, and the commodious and comfortable judging arena will be the scene of exciting competition for honors and prize money for several days.

It's a long way from the Chisholm Trail and so far superior in significance that no comparison can be made. Texas' annual cash income from beef cattle, sheep, and hogs is around \$150,000,000. Including the income from dairy cattle



Texas Longhorns like these, now an almost extinct species, were once driven up the Chisholm Trail by the hundreds of thousands.

lambs on feed at the same time. Many large feeding operations were not recorded and thousands of small individual farm feeding projects were known to be in progress, without supervision.

Since the inception of the Breeder-Feeder program, Texas cattle and lambs, fed on Texas-grown feeds, by Texas men and boys, have made their mark in every fat stock show from the Rio Grande to the Canadian border, taking honors in the strongest competition on the continent—at the Kansas City Royal and the Chicago International. Texas 4-H club boys have taken the blue ribbon over one of the most famous professional show feeders in the country. We have not only proven that it can be done—it has been done, despite the hoary myth that Texas never could produce as high quality meat, or at a competitive cost with the corn belt states.

The 1939 State Fair of Texas is a new milepost in Texas livestock progress. The

and poultry, more than half the cash farm income of the state is from that part of agriculture which walks on legs.

It's Dallas' opportunity to see the kind of livestock and poultry which makes the cash registers click.

Poultry Show "Sell-out"

The Poultry Show at the State Fair will be its largest. As is true in all other farm and livestock divisions its reservations are at capacity, additional room having been made for all of them.

Fair Gets New Midway

The State Fair midway this year will be new to this section of the country. It offers many new thrill rides and shows never before appearing in the South. The old stand-bys of ferris wheels and scooters, etc., will be on hand.

Fair Deal for Art

Continued from Page 17

artist who was winning a great success in the North and East. The Society of Western Artists, composed of artists from St. Louis, Cincinnati, Indianapolis and Chicago, became interested in Dallas through their interest in Mr. Reaugh, who was a member, and agreed to exhibit at the fairs. It was virgin territory as far as art was concerned and there was always the possibility of creating a market. In the meantime they were willing to educate the populace.

Through the influence of Mr. Reaugh, these exhibitions continued for several years. Artists like E. H. Wuerpel, Frederick L. Stoddard of St. Louis, Charles



One of the most important collections at the Dallas Museum of Fine Arts is that obtained with money from the Munger fund. Van Dyck's "Countess of Oxford" is an outstanding item in this group.

Francis Browne of Chicago, Adams of Indianapolis, and Meakin of Cincinnati were well represented.

With the coming of the new century there occurred two events that were to change materially the course of the fair art exhibits and to establish art on something like a permanent footing in Dallas. On a trip to New York Mr. Reaugh was for the first time successful in securing the promise of some of the big Eastern artists like Chase and Hassam to send work for display at the annual exposition.

From this fair exhibition of 1902 ten of the most popular paintings were held over for several days additional display in the new public art gallery, a room especially designed for the purpose on the second floor of the new library building.



**DISPLAYS THAT ARE THE
PRIDE OF THE SOUTHWEST!**

Designers and Builders of

SPECIAL DISPLAYS
MUSEUM EXHIBITS
PORTABLE DISPLAYS
SIGNS AND POSTERS
MECHANICAL DISPLAYS
MURALS
BOOTHES
DIORAMAS
MUSEUMS

Consult Us on Your Advertising Problems

SOUTHWESTERN ADVERTISING & DISPLAY SERVICE, INC.
1005 Camp Street SERVING THE SOUTHWEST Phone 7-1914

PART OF THE COMMUNITY

Humble men and women are scattered through the length and breadth of Texas, for in its various activities of producing, refining and marketing Texas oil the Humble Company furnishes jobs for some 14,000 Texans.

These folks are not strangers in the communities to which their varied jobs carry them; they're home-folks. They take their place in the community's life. They're interested in the schools, the churches, the civic organizations. They're your neighbors—they live next door, across the street, in the next block.

The Humble Company is proud of these men and women, counts them as its greatest asset, hopes that through them, your neighbors, you look on Humble as a neighbor, too—a neighbor warmly interested in the upbuilding of a common community. For the Humble Company is Texan, too, and very proud of it.



HUMBLE OIL & REFINING CO.

A Texas institution manned by Texans

Have You Received a Copy of



The TEXAS EMPLOYERS' 25th Anniversary Booklet?

It's a booklet every employer of labor in Texas should read. Containing about one hundred charts and illustrations, it reviews the history of Workmen's Compensation Insurance in Texas and tells about the part the Texas Employers' Insurance Association has played and is playing in reducing the number and severity of industrial accidents and in lowering the cost of Compensation Insurance to Texas industry. It tells how . . .

- ★ *The Association has saved and returned \$7,269,109.03 in dividends to business and industrial firms in Texas.*
- ★ *The Association handled 27,772 claims and paid out \$1,395,876.00 in compensation to injured workmen plus \$545,799.00 to doctors and hospitals, during 1938 alone.*
- ★ *The Association's safety engineering department is constantly working with business and industry to reduce the number, severity and economic waste of industrial accidents—Its safety engineers traveling 280,000 miles in a single year, more than the distance to the moon.*
- ★ *Since organization in 1914, the assets of the Association have increased from \$59,347.78 to \$4,714,261.79—premium income from \$70,187.51 to \$4,068,106.79—surplus to policyholders from \$18,113.36 to \$1,358,167.84.*
- ★ *The Association's premium income during 1938 was more than four times that of its nearest competitor—equal to better than 25 per cent of the combined premium income in Texas of over 70 competitors.*
- ★ *The Association's policies are non-assessable by law.*
- ★ *The Association provides Workmen's Compensation Insurance at cost and helps keep Texas insurance dollars in Texas.*

Call or Write for Your Copy Now

TEXAS EMPLOYERS' INSURANCE ASSOCIATION

INTERURBAN BLDG. » DALLAS, TEXAS « TELEPHONE 2-9331

Out of this exhibit was made the initial purchase for the permanent collection of what now belongs to the Dallas Art Association, an organization that was not formed until a year later. Faulkner's A Gondolier's Kitchen was bought outright and the first payment on Childe Hassam's September Moonrise was made at this time.

As yet there was no fireproof gallery and it was difficult to persuade a number of artists to entrust their finest works in the wooden building. The quality of the exhibitions was continually improving, however. The 1907 catalog, for instance, listed among its forty-nine exhibitors such nationally prominent men as George Bellows, William M. Chase, Robert Henri, John Sloan, and the three major figures of Texas art, Frank Reaugh, Robert Jenkins Onderdonk of San Antonio and his son, Julian Onderdonk. The younger Onderdonk succeeded Mr. Reaugh as the fair's "representative artist" for the selection of the annual show in the North and East.

Then in 1908 a new era was instituted with the construction of an art hall, the octagonal building with the immense glass dome which served as the art gallery until the Dallas Museum of Fine Arts was built preceding the Centennial. Provision was made in the new gallery for the showing of the loan collection in the inner court and the display of work from the schools around a portion of the outside walls. Now the tail was wagging the dog because the Ladies Textile Division was soon accorded the privilege of display in the other outer gallery. Between fair seasons the Fine Arts Building became the home of the Dallas Art Association's permanent collection, moved from the library.

In the two decades that followed, the importance of the exhibitions to Dallas and the Southwest cannot be overestimated. Here annually were assembled the finest works of the period by the best contemporary American artists. As stated in the 1910 catalog, the exhibitions were arranged to "furnish opportunity to acquire pictures for a permanent collection in Dallas; to promote the sale of good work to individuals and to increase interest in art and help towards a better understanding of painting."

By 1911 the exhibit was viewed annually by something like three-quarters of a million visitors. During that year the high point in sales was reached, 18 paintings being sold during the fair and two immediately after. Every year the fair association purchased at least one for the permanent collection.

Exhibitors included such men as Rockwell Kent, Jonas Lie, Ernest Lawson, Gardner Symons, Gifford Beal, John F. Carlson, Luis Mora, Ivan Olinsky, Frederick Remington, Chauncey Ryder, Fred-

erick Waugh, Guy Wiggins, Leopold Seyffert. Local artists, too, were beginning to make their regular contributions, stacking up in many instances with the best of the visitors. Reaugh and Edward G. Eisenlohr had exhibited since the first fair, but along about the middle of the teens came Hale Bolton, Olin Travis, Martha Simkins, and later, Jerome Hill, Ursula Lauderdale, Jessiejo Eckford, and still later, Reveau Bassett, Frank Klepper, Mrs. M. Bonner, Sue Hirst, Ralph Rounree, Alexandre Hogue, Allie Tennant and others of the present generation.

During the last two decades the character of the exhibitions has varied more widely in detail from year to year. An exhibition of 222 paintings loaned by the Mexican government was a feature of the 1920 display and the next year the show was highlighted by the appearance of the circuit exhibition from the Taos Society of Artists, including O. E. Berninghaus, E. L. Blumenschein, Randall Davey, Herbert Dunton, Victor Higgins, Bert Phillips and others. This was in addition to the regular loan collection which continued to include the artists that had been represented during the past years.

In 1927, statuary — five pieces — was included in the exhibit for the first time. The sculptors were Brenda Putnam, Harriet Frishmuth, Henri Godett and Dallas' Allie Tennant. This group was increased to eleven pieces the next year, which also saw the introduction of several etchings.

In 1931 a division of the Texas artists and loan exhibitors was made with 21 Texans, 18 of them Dallasites, represented. The year 1932 is significant for the fact that for the first time a group of Old Masters was included in the exhibition. These were four in number, paintings by Hoppner, Morland, Romney and Gilbert Stuart.

For seven years direction of the art department had been in the hands of Mrs. George K. Meyer who had been for some twenty-five years president of the Dallas Art Association. During this time her chief assistant had been Joseph Sartor, Dallas art dealer, who in 1934 was to arrange an impressive exhibition.

In 1933, however, the director was John S. Ankeney, director of the Dallas Museum of Fine Arts. Dr. Ankeney extended the scope of the exhibition for what was the most elaborate State Fair show ever assembled. It was a comprehensive collection of the significant work of the last hundred years and, arranged chronologically in the partitioned gallery, afforded the visitor an unusual opportunity to trace the changes in the art of painting during the century. American and French works predominated, of course, with practically every artist of importance represented.

Following the exceptionally fine 1934

Continued on Page 28

25c out of Every Premium Dollar



is Returned to You

When you place your fire insurance with the Employers Casualty Company, YOU get the benefit of the savings effected through this company's direct-selling, preferred risk plan of doing business. These savings are passed on to you in the form of **DIVIDENDS**. The current dividend rate on fire insurance is 25 per cent, payable on all fire insurance policies expiring during 1939.

STOCK COMPANY INSURANCE

Since Employers Casualty Company is a **STOCK COMPANY** affording all the safeguards of sound stock company insurance, and since dividends are paid out of savings resulting from this company's direct-writing, preferred risk plan of doing business, *never* out of funds maintained for the protection of the policyholders, *you can save with safety* when you save the Employers Casualty way.

15% ON AUTOMOBILE INSURANCE

In addition to paying 25 per cent dividends on fire insurance, this company is now paying dividends of 15 per cent on automobile insurance, and making similar savings on other lines of property insurance. Why not take advantage of this safe, time-tested plan to reduce your insurance costs? You have nothing to lose and a dividend to gain when you insure with the

EMPLOYERS CASUALTY Co.

INTERURBAN BLDG. » DALLAS « TELEPHONE 2-9331

Assets \$3,337,750.01

Capital and Surplus \$1,003,182.93

Withers Named Managing Editor of The Dallas News

Appointment of Harry C. Withers as managing editor of The Dallas Morning News was announced recently by George B. Dealey, president of The News.



Mr. Withers succeeds John E. King, who has been transferred to Washington as manager of the capital bureau of The News. Mark L. Goodwin, News correspondent in Washington since 1914, is retiring from active newspaper writing.

Mr. Withers came to Dallas, after considerable experience in newspaper work in Denton, in 1904. He has been with The News since that time, occupying positions as reporter, sports editor, and city editor of The News before going with the newly-established Dallas Journal as its first city editor. He was made managing editor of The Journal in 1918, a position he held until the sale of The Journal on July 1, 1938. Since then he had served as associate managing editor until his appointment to his newest post.

HARRY C. WITHERS

Dallas College Enrollment Represents 326 Firms

DALLAS COLLEGE, downtown branch of S.M.U., may well be called a "first cousin" of the Dallas Chamber of Commerce.

C. J. Crampton, executive secretary of the Chamber and now acting postmaster of Dallas, organized this school for working people, and its enrollment now represents 326 business firms of the city.

S.M.U. came into being in 1915, and the first "extension" class was held in a coat room at the old Chamber of Commerce Building. Four years later S.M.U. asked Mr. Crampton, then director of the Industrial Efficiency Department of the Chamber, to make a survey of the possibilities of downtown classes. Mr. Crampton's conclusions at the end of his study showed a definite need of business instruction.

Mr. Crampton acted as director of the school in the beginning. He conducted the registration, selected the lecturers and even assigned the topics. The work was carried on without books or other equipment outside of that furnished by the individual lecturers.

Dallas College's enrollment has increased from one class of six students in

1919 to 157 classes of 1,174 students in 1938-39. A majority of the registrants for the afternoon and evening courses are working people, high school graduates, housewives and professional men who want to increase their sphere of usefulness in their spare time.

Last year 326 Dallas business concerns of every description were represented by students enrolled in the downtown school. Other figures, compiled by Dr. G. O. Clough, director of Dallas College, for his annual report to the president of the University, reveal that: Two hundred and eighty-seven students were taking business courses, 380 signed up for cultural subjects, 242 were studying for degrees and 56 were enrolled in non-credit courses. Range in ages of all students was from 16 to 66 years.

Extension students showed greatest interest in commercial subjects with 502 enrolled in accounting, finance and marketing classes. The education department drew 347, government 213, sciences 115, and psychology 97. The smallest number was represented by those taking home economics.

This fall, at the request of several Dallas industrial firms, Dallas College is offering a special course in "Labor Problems." Dr. A. A. Smith, Vanderbilt graduate, has been selected as the instructor. Other special courses for employed persons include secretarial training, engineering, journalism, economics, public law, business law and income tax procedure.

The school, which Mr. Crampton launched in a coat room twenty years ago, now occupies the entire fourth floor of the Y.W.C.A. Building at 1709 Jackson Street. Branches are located at the Y.M.C.A. in Oak Cliff, on the S.M.U. campus, at Dallas Technical High School and at the Dallas School of Creative Arts, 2714½ Greenville Avenue.

TRUCK TANKS—made to your order and special needs



ALL TYPES OF WELDED TANKS
GASOLINE TRUCK TANKS



BUTANE TANKS

Built to
A.S.M.E. Code

DALLAS TANK & WELDING COMPANY

203 West Commerce Street

W. W. BANKS, President

Dallas—Phone 2-5513



PRATT'S
"Proven Quality"
PAINTS
VARNISHES

Climatically Correct for Every Month
in the Year

FACTORY .. Wholesale Only

PRATT PAINT & VARNISH CO.

P. O. BOX 1134

DALLAS

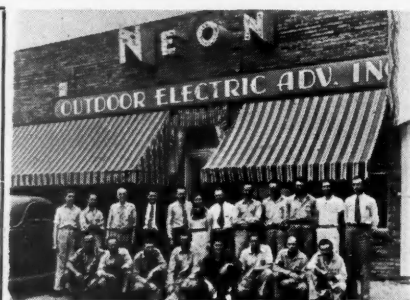
TELEPHONE 5-9906

DOWNTOWN GENERAL STORE

PRATT PAINT & PAPER CO.

BRYAN AT ERVAY

TELEPHONE 2-4893



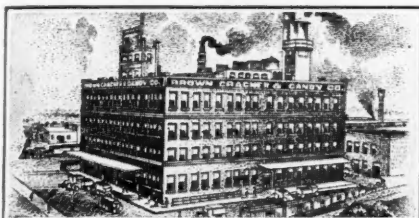
MANUFACTURERS OF NEON SIGNS

Outdoor Electric Adv., Inc.

2229 CEDAR SPRINGS PHONE 7-8575 DALLAS

Among the Manufacturers

"If Dallas is to grow it must develop industrially." You have heard this said until it has no meaning; until it is so trite that you pass it by as you do a corner that you pass each day. This slogan, for so it has become, should be recast. As it stands it is misleading and it would be more accurate to say: "If Dallas is to grow it must keep on developing industrially." Every new month finds Dallas building new factories, new buildings, increasing its manufacturing output, and local capital seeking investment in Dallas industry. Each month **SOUTHWEST BUSINESS** brings to the attention of local people and the Nation as a whole industries in Dallas as pictured on this page.

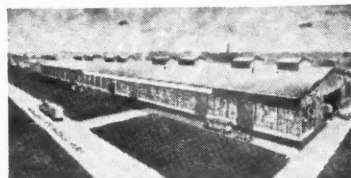


Saltine Soda
Cracker,
Candy and
Bakery Products

BROWN CRACKER & CANDY CO.

603 Munger 7-8222

Manufacturers of Truck
and Bus Bodies,
Standard of the
Southwest



AMERICAN BODY & EQUIPMENT CO.

Fort Worth-Dallas Pike

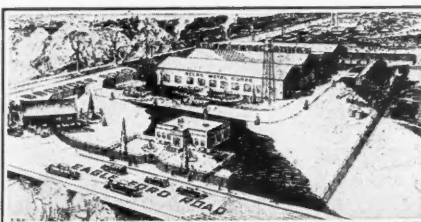
Opposite Hensley Field

Waxed Paper,
Folding Paper
Boxes,
Setup Paper
Boxes



POLLOCK PAPER & BOX CO.

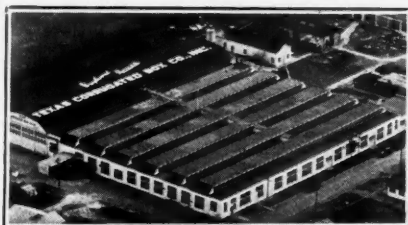
2236 S. Lamar 4-4161



Atlas KEYSTONE
Culvert . . . other
metal goods. Cor-
rugated Tanks...
Dr. Pepper
Coolers

ATLAS METAL WORKS

P. O. Box 5208 2-5354



Corrugated and
Solid Fibre
Boxes

GAYLORD CONTAINER CORPORATION

Succeeding Texas Corrugated Box Co., Inc.
Factory St. 5-4105

Custom Built
Inlaid Linoleum
Floors . . . Made-to-
Order Shades.
Guaranteed . . . Best
Prices in Town
E. D. Herold, Prop.



DALLAS FLOOR SURFACING CO.

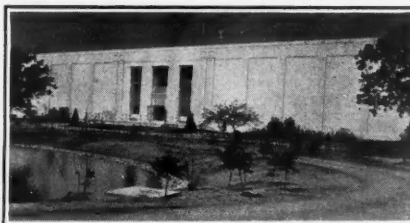
Phone 3-8829

Pipe Coils . . Gear Cut-
ting . . Steam Hammer
Heavy Forging . .
Electric and Acetylene
Welding



ROBINSON MACHINE AND FORGE WORKS

1910 Magnolia St. 2-4264



Dallas Museum of
Natural History
Cream, Shell and
Gray Texas
Limestone

TEXAS CUT STONE COMPANY

5219 Maple Avenue 5-1773

make 'em

THINK

It isn't what people know that makes them act . . . it's what they *think*!

Good advertising persuades them to *think* in preparation for favorable *action* toward you! We plan, write and illustrate the thought-provoking kind of advertising. Call us for a conference.

Calder & Campbell

Advertising and
Commercial Art

LINZ BUILDING . . . DALLAS



Special Weekend Rate

- * Comfortable room with bath
- * Swim in Crystal Pool
- * Open House for guests
- * Saturday night dinner
- * Dancing in the Clouds—
- * Sunday morning breakfast
- * Swim in Crystal Pool
- * Sunday dinner
- * All Hotel privileges

\$6 for One Person — \$11 for Couple

BAKER HOTEL

MINERAL WELLS, TEXAS

LOUIS GAMBRELL, Manager

Fair Deal for Art

Continued from Page 25

exhibition, the State Fair was dark for three years. Two of them, however, were given over to the six- and five-month long expositions, the Centennial in 1936 and the Pan-American in 1937, each with remarkable exhibits arranged in the new half-million dollar Museum of Fine Arts in the Civic Center. Richard Foster Howard, museum director, and the late Robert B. Harshe of Chicago assembled the Centennial's magnificent collection which included primitives, paintings of the Renaissance, French work, an international gallery, retrospective and contemporary American painting, Southwest painting and that from Texas, sculpture and prints. The Art of the Americas, pre-Columbian and contemporary, was the theme of the Pan-American show assembled by Mr. Howard.

For the 1938 Golden Jubilee State Fair Mr. Howard arranged an excellent showing of British eighteenth century portraits, an invitational exhibit by Southwestern artists, a Texas section of 65 pieces chosen by competition and a one-man show by Mr. Eisenlohr in honor of his fiftieth anniversary of fair exhibiting.

Imminent is the 1939 show, for which Mr. Howard has planned a comprehensive survey of Spanish art and an invitational section of Texas painting and sculpture.

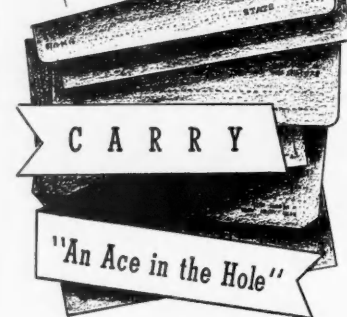
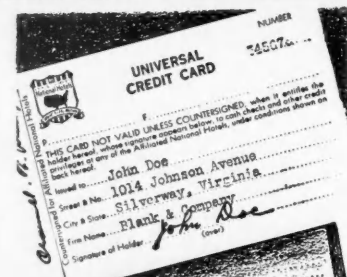
There is much of the world's great art that has not been shown to the Southwest through the medium of the State Fair, but the gaps are rapidly being filled in. In the years to come the mountain which is art will practically all be brought to the Mohamet of the Southwest.

Texas Has Big Gain in Residential Building

The money spent for residential building in Texas through September 1 already has reached the level recorded during November, in 1938, according to F. F. Kueny, Texas manager of Dodge Reports. The contracts awarded during each of the eight months established substantial margins over the same months of last year. Significantly, the greatest activity is taking place in the one-family field.

The Dodge Reports summary reveals a current residential contract total of \$52,703,000. That includes a margin of more than \$15,500,000 over the eight months' total of last year, \$37,141,000.

In a grouping of all types of building and heavy engineering construction Dodge Reports finds that Texas has passed the \$100,000,000 mark. The eight months' total was \$116,516,000.



There's no need to carry a "deck" of credit cards when an "ace" will do the trick.

It is a generally accepted fact with commercial and other travelers that the "ace" among better credit cards is the National Hotel Universal Credit Card.

Why not apply for your National Hotel Universal Credit Card today? You can make your application at any Affiliated National Hotel or write:

NATIONAL HOTEL COMPANY

P. O. Box 59

Galveston, Texas

ALABAMA

THOMAS JEFFERSON . . . Birmingham

ILLINOIS

HOTEL FAUST . . . Rockford

LOUISIANA

JUNG HOTEL . . . New Orleans

HOTEL DESOTO . . . New Orleans

MISSISSIPPI

HOTEL LAMAR . . . Meridian

HOTEL RIVIERA . . . Biloxi

NEBRASKA

HOTEL PAXTON . . . Omaha

NEW MEXICO

HOTEL CLOVIS . . . Clovis

OKLAHOMA

OKLAHOMA BILTMORE . . . Oklahoma City

HOTEL HUBER . . . Muskogee

HOTEL BELMONT . . . Okmulgee

HOTEL ALDRIDGE . . . Wewoka

TEXAS

HOTEL ALICE . . . Alice

STEPHEN F. AUSTIN . . . Austin

HOTEL SETTLES . . . Big Spring

HOTEL BROWNWOOD . . . Brownwood

HOTEL SOUTHERN . . . Brownwood

HOTEL LAGUNA . . . Cisco

HOTEL CORTES . . . El Paso

HOTEL TEXAS . . . Fort Worth

HOTEL SUCCANEER . . . Galveston

HOTEL JEAN LAFITTE . . . Galveston

CORONADO COURTS . . . Galveston

MIRAMAR COURT . . . Galveston

HOTEL CAVALIER . . . Galveston

HOTEL LUBBOCK . . . Lubbock

HOTEL FAIR . . . Marlin

HOTEL CACTUS . . . San Angelo

ANGELES COURT . . . San Antonio

VIRGINIA

HOTEL MOUNTAIN LAKE . . . Mt. Lake

Affiliated
**NATIONAL
HOTELS**
HOST TO THE NATION

FLOWERS FOR THE FAIR

By MRS. JOHN R. SALOIS

ONE of the features of the State Fair of Texas will be the Flower Show, which will be held in the Flower Show Building during the last five days of the Fair, October 18 through October 22. This will be the second annual Flower Show held at the State Fair, and it is again sponsored by the Presidents' Council of Dallas Garden Clubs.

Continuing the program started last year with such success, the Presidents' Council will again donate all proceeds from the show to the State Highway Department to be used in its highway beautification program.

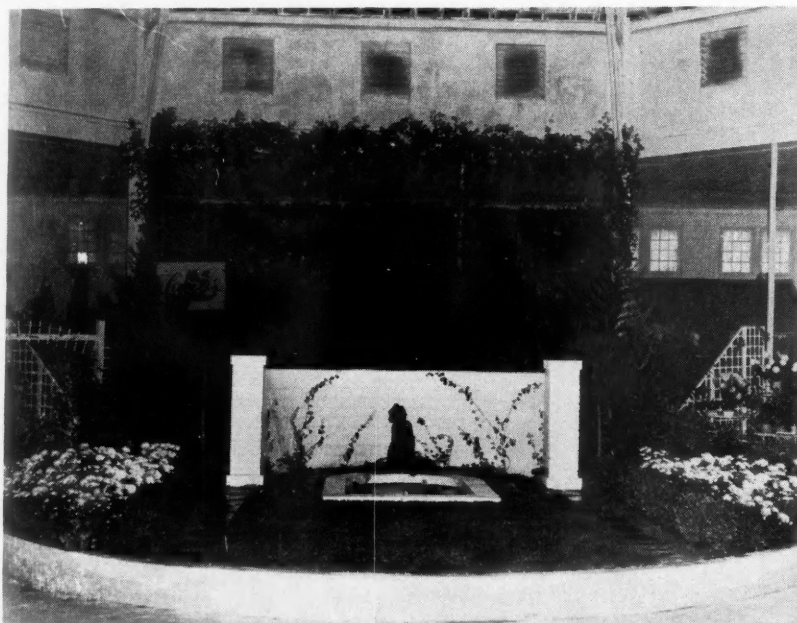
Mrs. Steve Barrett, chairman of the show committee, has announced that all plans for the show have been completed. The floor plan of the show building, out-

garden tools and accessories, as well as an interesting display of hydroponic gardening.

In the amateur division, the garden clubs and individual gardeners will compete in the following divisions: Artistic arrangements, shadow boxes, tables, house plants, specimens and garden club projects.

Each of the twelve federated garden clubs of Dallas will participate in creating a miniature garden of its own selection. Woodland scenes, petite patios, flower marts and small landscape designs are some of the projects listed in this group.

The statewide interest in this show is remarkable and most encouraging to



One of the attractive commercial exhibits in the 1938 State Fair Flower Show.

lining the size, shape and placement of the exhibit spaces was prepared under the supervision of I. J. Ramsbottom, landscape architect. Both commercial and amateur exhibits will be shown. The background for the amateur exhibits will be prepared by professional landscape architects and nurserymen. In addition to the exhibits of the amateur gardeners, the professional and commercial entries will include elaborate garden and landscape effects, artistic arrangements, unusual and beautiful containers, rare pot plants, seeds and seedlings, a complete array of

those in charge of the plans. Mrs. Barrett has received reservations for space from twenty-one Texas cities. Fort Worth and Houston will be well represented.

The members of the Presidents' Council deem it an honor to conduct this interesting contribution to the State Fair of Texas, and know that before many years have passed the State Fair Flower Show will equal any of the shows in the country. There is no reason why at some future time it may not be classed with the Navy Pier Show of Chicago and others quite as famous.

*Your Office
in the Center of
Business Activity*

- Desirably Located
- Exceptionally Comfortable
- Ultra Modern



AIR CONDITIONED SUMMER AND WINTER

Great National Life Bldg.

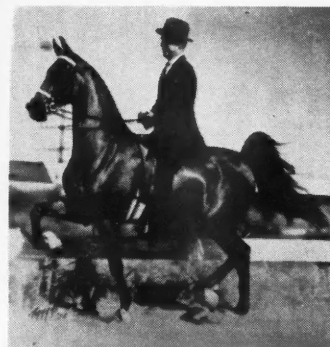
H. H. MOTE, Bldg. Mgr.
Room 304 1504 Main

**Fully-Paid Investment
Certificates Issued
\$100 to \$5,000**

Insured by Federal Savings and Loan Insurance Corporation, Washington, D.C.

CURRENT DIVIDENDS 4%

**METROPOLITAN BUILDING
& LOAN ASSOCIATION**
1400 MAIN STREET



ROBERT LEWIS ON
BOHEMIAN BEAU

Champion five-gaited gelding. One of the many great show horses trained and developed at Horseshoe Stables by R. H. Lewis and Son. Your favorite gaited horse for hire. Riding instructions. Beautiful bridle paths.

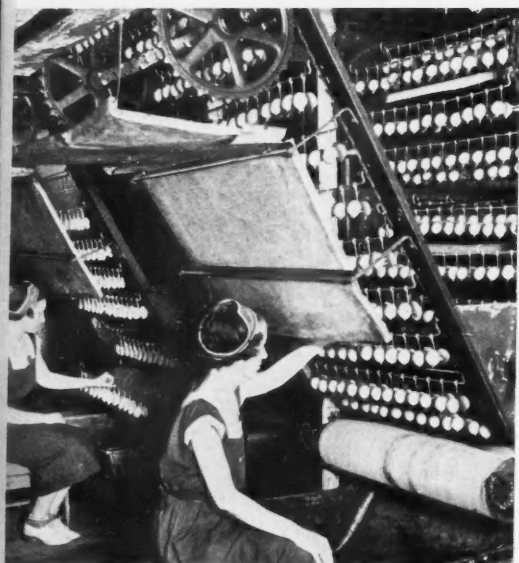
HORSESHOE STABLES

Abrams Road

Phone 3-6319



These photos are merely suggestive of the diversity of Dallas industry. Above, a skilled artisan in an oil field equipment plant.



Foods are an important industry in Dallas (above). Men's hats are manufactured here by the hundreds of thousands (below).



Southwest Industry Com

By CLYDE V. WALLIS

SMOKESTACKS were as scarce as skyscrapers on the Texas horizon in 1886 when the State Fair of Texas was born.

The first State Fair, and its next ten or twelve editions, reflected a region whose assets were almost entirely agricultural and livestock. Then, around the turn of the century, an appreciable industrial development got under way. The real growth of manufacturing in the Southwest began in the 1920's, however, and has continued at an ever-faster tempo until today Texas and the Southwest are experiencing record-breaking industrial development.

Year by year—one might almost say factory by factory—the State Fair of Texas has recorded the industrial growth of this region.

Many of the region's manufacturers have been consistent exhibitors at the State Fair. They have demonstrated in dramatic manner how an ever-increasing volume of the Southwest's needs can be supplied by the factories within its borders.

But the State Fair's greatest influence for industrial development has been as a show window for the region's natural resources and as a reflection of its people's enterprise. The Fair, year in and year out, has focused attention on the Southwest. It has given a concentrated picture of Southwestern agriculture; of the Southwestern livestock industry; of the wealth of natural resources which the Southwest can offer the world. In short,

the State Fair has been a continuous and effective advertisement of the opportunities which exist in the Southwest.

The 1939 State Fair of Texas—the fifty-first—will undoubtedly present a more graphic picture of the importance of Southwestern industry than ever before. And interwoven circumstances will continue to make it an even bigger factor in bringing people and payrolls to the Southwest.

On the eve of the 1939 State Fair's opening, it would be well to review the industrial outlook for Texas and the Southwest.

Today a tidal wave of demand for factories is sweeping the country. Cities, states and groups of states, singly and collectively, are trying to get new industries. Politicians are running for office and being elected on programs that call for intensive efforts toward industrial development. Governors are joining together in national advertising campaigns to secure new industries. Communities and states are resorting to all sorts of schemes to encourage the establishment of manufacturing plants, such as tax exemptions, free sites, erection of buildings to be occupied, rents free by new enterprises, and similar practices.

This trend is a natural result of conditions brought on by the economic upheaval of a few years ago. States realize that they can meet the unemployment problem only by creating new jobs. Cities know that they cannot continue to grow

A full-fashioned silk hosiery mill in Dallas, one of scores of units in the apparel industries of the city.—Parker-Griffith Photos.



Comes of Age

unless they can provide work for additional people. Industrial regions realize that they cannot long remain such with a high percentage of their population unemployed. Cotton states that have lost much of their market know they cannot support their present population unless they can find some other means of livelihood than the growing of cotton.

All of these things have led to a scramble for new factories. As is usually the case under such circumstances, a great many unsound and unwise practices have resulted from the competition that has arisen.

On the other hand, while every community is trying to get a new factory, we must not overlook the fact that from a national viewpoint we have more factories than we need, more plants than we can operate at a profit. During the boom days of the late '20's, factories were built in large numbers and industrial production reached a peak that could only be sustained by a continuation of the boom conditions that created abnormally high buying power. When the depression came it brought with it not only a tremendous reduction in the national income, but a decline in the birth rate and a curtailment of immigration, all contributing to a lessening of the consumer's ability to buy and a decrease in the normal rate of increase of consumer population.

Add to these conditions that fact that recent technological improvements, both in equipment and in productive processes, make it possible for factories now existent to expand their production to meet any increase in consumption that may be expected for many years to come.

We thus find ourselves confronted with the situation of every village, town, city, and state trying to get additional factories against a national background of more factories than we need and more plant capacity than the nation requires in every line of industrial endeavor.

Insofar as Texas and the Southwest are concerned, however, the situation is not so gloomy as it may first appear. While the nation has an oversupply of factories, to us in the Southwest many of them are not properly located. Industry in this country started in New England and along the Atlantic seaboard. It gradually spread out westward, moving slowly down the Ohio River and along the Great Lakes, extending to the Mississippi River.

Industry has never kept pace with population's westward movement. While

Continued on Page 37

SOUTHLAND LIFE

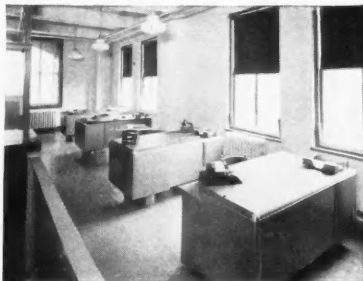
... now in its thirty-first year as a Texas Service Institution . . . extends greetings to those who will attend the STATE FAIR OF TEXAS . . . invites you to visit us in our home office . . . and again asks you that question:

Have YOU enough Life Insurance?

SOUTHLAND LIFE INSURANCE CO.

HOME OFFICE—DALLAS

A. Morgan Duke, President



Why? STEEL DESKS

When purchasing desks, buy Steel Desks because they are made of durable materials and will withstand years of hard usage. They are rigid in construction, modern in design, attractive in appearance, and have definite advantages over wood desks since they:

1. Are not subject to climatic conditions and will not warp and cause drawers to stick and jam.
2. Are fire resisting and reduce the amount of combustible material in an office.
3. Have hard wearing finishes which retain their attractive appearance through the years.
4. Are subject to a minimum amount of wear and have low maintenance costs.
5. Give better service and offer maximum filing and storage space due to systematized design.

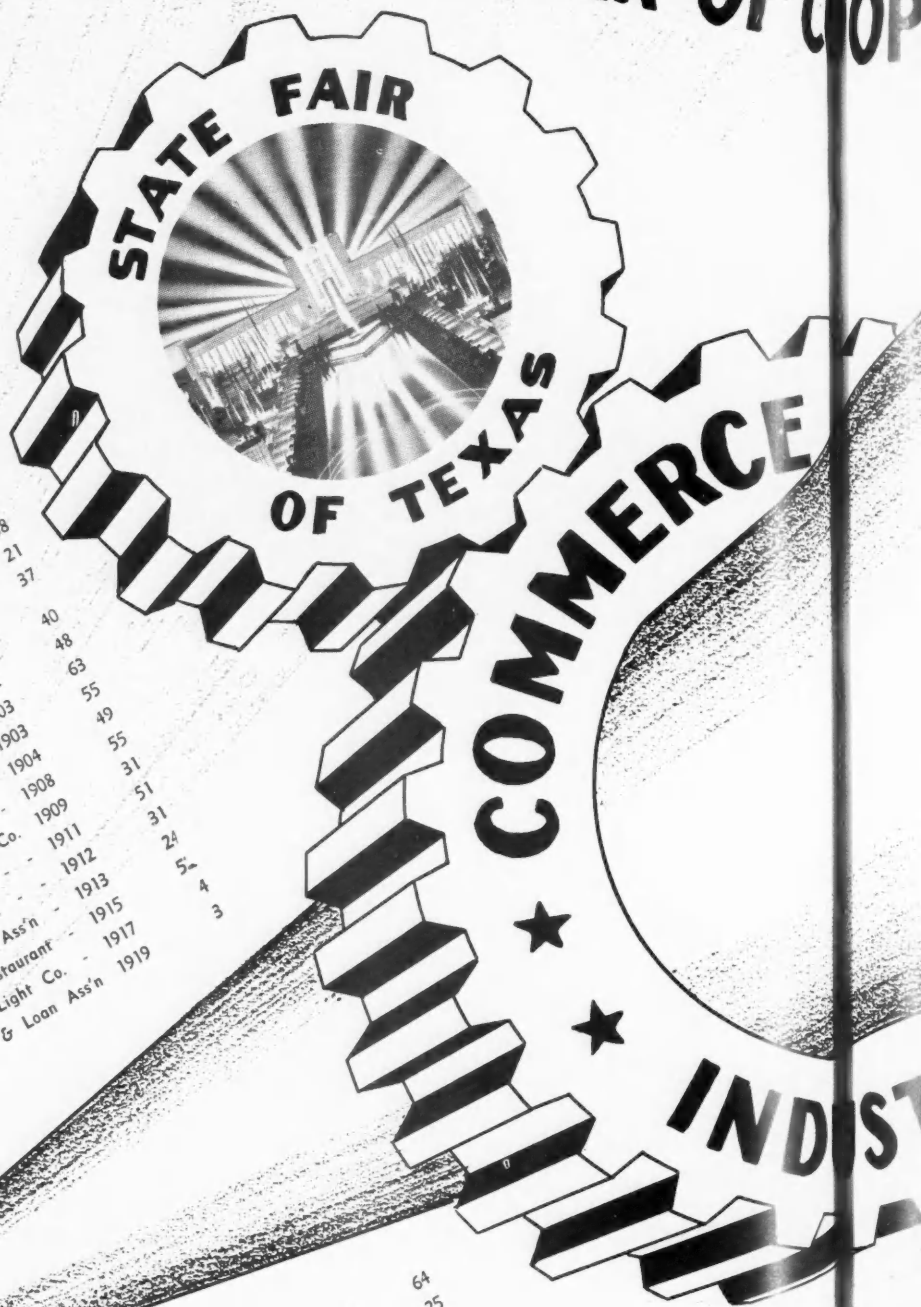
STEWART OFFICE SUPPLY CO.

STATIONERS—OFFICE—OUTFITTERS

PHONE 7-8585

1521-23 COMMERCE STREET

LIVING TESTIMONY TO THE POWER OF COOP



Firm	Date Established	Page
The Schoellkopf Co.	1869	56
Dallas Railway & Terminal Co.	1872	35
Huey & Philip Hdw. Co.	1872	55
First National Bank in Dallas	1875	36
State Fair of Texas	1888	58
John Deere Plow Company	1891	21
Fleming & Sons, Inc.	1893	37
Texas Cottonseed Crushers Ass'n	1894	40
Cullum & Boren Co.	1902	48
Southwestern Life Ins. Co.	1903	63
Republic Insurance Co.	1903	55
Atlas Metal Works	1904	49
Stewart Title Guaranty Co.	1908	55
Southland Life Insurance Co.	1911	31
Graham-Brown Shoe Co.	1912	51
Stewart Office Supply Co.	1913	31
Texas Employers Ins. Ass'n	1915	24
Golden Pheasant Restaurant	1917	54
Dallas Power & Light Co.	1919	4
Dallas Building & Loan Ass'n		3



John Neely Bryan's Cabin
1841



Republic National Bank of Dallas	1920	64
Employers Casualty Co.	1920	25
Standard Fixture, Inc.	1922	56
Marcy Lee Mfg. Co.	1922	51
Gulf Insurance Co.	1925	21
Fidelity Union Life Ins. Co.	1927	53
Vanette Hosiery Mills	1928	37
Dallas Engineering Company	1929	50
Lawyers Title of Texas, Inc.	1937	40
The Vent-A-Hood Co.	1937	45

COOPERATION



INDUSTRY

CHAMBER

OF COMMERCE

Cooperation among men in the use of materials, resources and opportunities has built Dallas from John Neeley Bryan's humble cottage of 1841 into the headquarters city of this vast Southwestern Empire. The State Fair of Texas and the Dallas Chamber of Commerce have long been dynamic factors in crystallizing the spirit of cooperation manifested on every hand by Dallasites and their organizations. Long, indeed, is the list of men and women, firms and corporations whose splendid ideals and constructive activities have laid the solid foundation and erected the stalwart superstructure of this capital city of America's most talked of empire. A living testimony to the power of cooperation . . . the substance of faith fulfilled . . . the promise of dreams coming true . . . the symbol of economic achievement in a land of unfettered opportunity . . . DALLAS!



This crowd found entertainment as well as knowledge in the 1938 State Fair's highly successful Castle of Foods. Langley Photo.

FOR THE second year, an entire industry is joining in a co-operative show, the State Fair's Castle of Foods. When the big show opens October 7, it will be a worthy expression of the magnitude of the food industry in Texas, an industry that few Texans realize reaches the staggering total of three billion dollars a year.

If you think that something to eat is just something to eat and that showmanship is foreign to the commonplaces of daily diet you are wrong, very wrong. Just ask any one of the 721,037 persons who visited the Castle of Foods at the 1938 State Fair. They will tell you that a fairyland of beautiful exhibits greeted them. That color ran riot and dramatized the appeal of favorite items of their daily menus. That mirth and music entertained them at the various individual shows and radio broadcasts held at regular intervals in the Castle. That exhibitors gave them real news of products and new ways to prepare and use products.

Although 1938 was the first year for the Castle of Foods, its success was so great that other lines of industry could well emulate the pattern of united effort that so richly rewarded the food group. More than three-fourths of all the people who attended the State Fair in 1938 visited the Castle of Foods, making it the most generally attended feature of the Fair. Comment, both editorial and by word of mouth, was high in praise of the spectacular promotion.

This year the Castle of Foods gives every promise of being the unqualified success that its predecessor was.

When you consider that seventy-five per cent of Texas families participate in State Fair activities and that this figure represents nearly six million people who eat three meals a day each, you gain some idea of the reason why the leading

men of the food industry in Texas are eager to put forward the merits of their products for the delight and edification of Fair visitors. Eighteen million meals represent a lot of food! And, Texas people have the money to buy what they want. With cash crop revenues coming in throughout the year, not less than 4.9 per cent of the total in any one month, Texas is a year-around white spot on the business map of the nation. Dallas alone has the highest spendable income per white family of any city in the nation, excepting only Washington, D. C.

What will you see in the Castle of Foods? Well, let's take a sneak preview

lined minstrel show. With the nationally-known favorite, Bert Swor, as a headliner, this performance will include quartet and orchestra music and a minstrel routine geared to the year. This is a joint presentation of all exhibitors.

Throughout the day and evening, participating companies will offer their own individual entertainment features and radio broadcasts.

For those interested in more educational matters, domestic science experts will be on hand. Demonstrations of the best meat cuts will be made to teach the value of good meats and their proper use in the family diet. Cooking in its prac-

SHOWMANSHIP IN FOODS

By JOHN C. MASSENBERG

of the big show for 1939. You enter the vast structure comprising 28,255 square feet. A limited number of participants vie for your attention with the latest phases of the display decorators' art. Yet, there is a general harmony of which the outstanding attributes are color and lights. Whether it is the huge pyramid of illuminated bottles glimmering in the Dr. Pepper exhibit or the clear-cut humor of the Imperial Sugar booth, each exhibitor has his distinguishing characteristics, but they are all blended into a pleasing unity. A challenging array of edibles greets you at every turn and many samples are offered to gratify the aroused appetite.

If you are present at 12:30 midday, or at 3:30 or 6:30 in the afternoon you enter the auditorium in the Castle of Foods and enjoy without charge a stream-

tical form will be conducted before your very eyes.

Should mealtime overtake you as you are touring the Castle of Foods, you will find a variety of tempting meals available at low cost. The national habit of between-meal drinks is anticipated with convenient service throughout the building.

"Look down to the second booth on the left. Doesn't the girl in the green hat look familiar? It is! Well, what do you know about that? My cousin from up in the Panhandle. I haven't seen her since the Fair last year. Let's go over and talk to her. Funny how you see people from all over the state at the Castle of Foods. Of course, I guess it isn't strange either when you consider

Continued on Page 36



RIDE THE STREET CARS TO FAIR PARK

ONLY TEN MINUTES FROM DOWN TOWN
FARE 7c CASH OR FIVE TOKENS FOR 30c

How to Reach Fair Park

Take Second, Forest, Forney or Fair Park cars East on Commerce St.
Take Mt. Auburn, Parkview or Fair Park cars East on Main St.

DALLAS RAILWAY & TERMINAL CO.

IDEALLY LOCATED • PERFECTLY APPOINTED

HOTEL WHITMORE

Air-Conditioned
Guest Rooms
Restaurant
Barber Shop
Lobby



Rates
Single Rooms
from \$2
Double Rooms
from \$4

DALLAS TEXAS



ELEVEN YEARS BEFORE

In 1875, eleven years before the first State Fair of Texas, the Exchange Bank, out of which has grown the First National Bank, opened its doors to serve the financial needs of Dallas. The Exchange Bank was one of the principal supporters of the first State Fair. And today, as then, this bank is always an active force in whatever offers benefit for our City and State.

FIRST NATIONAL BANK

IN DALLAS MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

Showmanship In Foods

Continued from Page 34

that nine-tenths of the counties in the state take part in the Fair."

Your Uncle Henry's wife will be browsing around the Castle, gathering up recipe books, making notes on the margins of their pages. She says that in late summer she runs out of ideas about what to have to eat and the big food show comes along just in time to give her a fresh start when fall appetites grow hearty.

"What, you've lost Junior? Why, he was right beside you a few minutes ago. Well, don't worry, you cautioned him not to go outside the Castle. He can't be hard to find because there are less than 40 exhibits. Oh! There he is, quietly enjoying a movie. I told you not to be upset."

Yes! There is such a thing as showmanship in foods; such real showmanship that it is hard to express in mere words. If you don't believe it go to the State Fair Castle of Foods and see for yourself. Co-operating firms who have already started work are: Dentler Maid Foods, Dallas; American Meat Packers' Institute, Chicago; Pabst Brewing Company, Milwaukee; Stag Beer, Bellvue; Texas Produce Company, Dallas; Dr. Pepper Company, Dallas; Whitson Foods, Denton; Hunt Grocery Company, Dallas; Brown Cracker & Candy Company, Dallas; Gulf Brewing Company, Houston; Wyatt Food Stores, Dallas; Walker's Austex Company, Austin; Anheuser-Busch Company, St. Louis; NuGrape Company, Dallas; Morten Potato Chip Company, Dallas; Imperial Sugar Company, Sugar Land; Ben E. Keith Company, Dallas; Northwestern Yeast Company, Chicago; Rio Grande Valley Citrus Exchange, Weslaco; American Sugar Refining Company, New Orleans; Galveston - Houston Brewing Company, Galveston; Stanard-Tilton Milling Company, Dallas; Oliver Taylor Company, Dallas; M. K. Goetz Brewing Company, Kansas City; The Frito Company, Dallas; Time Brewing Corporation, Dallas, and the Coca-Cola Company, Dallas.

School Days Set

Special contests for school children, sponsored by the State Department of Education, will be a feature of the State Fair. These contests will be held on various days during the entire event. On October 13 elementary children of the state will be admitted free. On October 20, high school students will be admitted free. Negro children will be admitted free on October 16, which is Negro Day.

Southwestern Industry

Continued from Page 31

people have gone out from the original settlements along the Atlantic to inhabit every portion of the country, develop its resources and build cities, industry has moved more slowly and still is largely confined to those states north of the Ohio River and east of the Mississippi River. In that area even at present is concentrated a high percentage of the industrial production of the country.

We have frequently heard it said that there now remain no new frontiers in America. Practically all regions that are suitable for development and capable of sustaining population have been settled. The emphasis in these new regions was naturally at first on the utilization of their natural resources. With no more frontiers the country is now entering a new stage of its economic development. Regions that at first tilled the soil and exploited virgin resources now find their wealth diminishing and are faced with the necessity of a better balance of their economic structure. Industrial regions of the North and East, left to carry on their manufacturing operations and supply the raw material regions, are now finding the newer sections gradually building their own industries and becoming increasingly unwilling to pay high transportation charges on goods they themselves can manufacture as cheaply and as well.

The result of this condition is undoubtedly going to be redistribution of the industrial production of the country. Industry, still largely concentrated in a relatively small area, is faced with the necessity of moving out to its markets, distributing its production facilities over the country, locating manufacturing units in all of the important consuming areas.

As this trend develops, no section of America should benefit more than the Southwest. This region, representing one of the greatest and fastest growing markets in the nation, still buys outside its borders approximately 80 per cent of the consumer's goods it uses and nearly all of its capital goods. As industry seeks a sound redistribution of its productive capacity it cannot long overlook the tremendous opportunities that exist in the Southwest for the production of a great variety of goods used in this section or capable of being manufactured from the abundance of raw materials that are to be found here.

Sections like the Southwest are therefore well situated to acquire a great many new industrial establishments during this readjustment period. It is unfortunate, in the opinion of many, that our growth must be at the expense of the older industrial sections. Because we now have nationally more plant capacity than

Continued on Page 42

FLEMING & SONS, Inc.

ESTABLISHED 1893

Operators of

OAK CLIFF PAPER MILLS

Manufacturing Paper in Texas Since 1893

Daily Production Over 300,000 Pounds

PRODUCTS

**Box Board, Building Papers, Wrapping Papers,
Wallrite, Egg Cartons, Egg Case Fillers,
Paper Specialties**

WE WELCOME YOU

to the

**FIFTY-FIRST ANNUAL
STATE FAIR of TEXAS**



The extra-tight twist of VANETTE fresh silk produces seductive sheerness, yet more snag resistance. • VANETTE, realizing that fashionable women are active women, reinforce all their sheer-as-nothing hose at points of wear. • You'll be thrilled with the vibrant Fall and Winter shades of . . .

Vanette
HOSIERY

Made in Dallas by

VANETTE HOSIERY MILLS

INSTITUTE OF EDUCATIONAL MUSIC

Music for Every Child

Studios
in Most Communities
of the
Southwest

Southwestern Headquarters
4625 Bryan DALLAS, TEXAS



DALLAS TRANSFER

and Terminal Warehouse Co.

(Established 1875)

2nd Unit Santa Fe Building

Warehouse, Office and Display Space
Moving—Heavy Hauling—Packing

Agents for:

H. & N. T. Motor Freight Line
Lone Star Package Car Co.
Dallas-Fort Worth Motor Freight Lines
Allied Van Lines, Inc.

Phone 2-7111

State Fair Refinancing Bonds Oversubscribed by \$1,300

A TOTAL of \$176,300 has been subscribed in the State Fair of Texas refinancing campaign, President Harry L. Seay, of the State Fair, and Nathan Adams, chairman of the Citizens Council State Fair Refinance Committee, which directed the campaign to sell the bonds, announced Sept. 15. This amount is \$1,300 over the original amount called for in the issue.

The refinancing campaign was undertaken by the Dallas Citizens Council in order to liquidate all indebtedness of the State Fair of Texas, and arrange so that it could pay off the bond issue in easy stages and not be tied to a large amount each year. Included in the indebtednesses of the Fair was a remainder of \$90,000 still owed in Cotton Bowl Stadium bonds. These bonds will be paid off out of the new issue and take a \$30,000 load off the shoulders of the Fair each year. Out of the bonds will also be paid several notes, and the State Fair will be able to save a considerable amount of interest money paid each year on these old notes.

The bonds are four per cent, 20-year bonds, and will be retired at the rate of \$15,000 annually. Each \$100 bond carries four shares of voting stock in the State Fair of Texas and the new bond holders will vote along with the old stockholders in the election of directors each year.

Other members of the committee directing the campaign for the Dallas Citizens Council were: R. L. Thornton, Fred F. Florence, D. A. Little, A. M. Matson, Arthur L. Kramer and Karl Hoblitzelle.

Chairmen of committees named to interest special groups in subscribing to the bonds were: Hugo Schoellkopf, wholesale dealers; B. F. McLain, retail dealers; Eugene McElvaney, independent oil companies; D. A. Little, major oil companies and oil well supply houses; Lawrence S. Pollock, manufacturers; Mr. Seay, State Fair debtors, and Ralph Thompson and John C. Massenburg, a special committee.

Mr. Seay expressed his heartfelt thanks to Dallasites and Dallas business firms for the support given the State Fair of Texas in the refinancing campaign.

"We feel that Dallas is behind us," Mr. Seay said, "and it is very gratifying to know that so many of our citizens and our business firms have become stockholders in our great institution. It helps to increase interest in our Fair, and it will help us throughout the Southwest, for if people outside the city know that

Dallas is solidly behind the State Fair of Texas, they will give it greater support.

"We want to take this opportunity of thanking each and every person who bought bonds for their splendid support."

Following are the purchasers of State Fair of Texas bonds:

A
American Poster & Printing Co., L. E. Askew, Atlantic Refining Co., Adolphus Hotel, American Liberty Oil.

B
P. A. Bacon, D. H. Byrd, E. R. Brown, Baker Hotel, A. H. Belo Corp., Samuel Bert, Briggs Weaver Machinery Co., Perry Burrus Elevators, Burrus Feed Mills, Borden Milk Co., Butler Bros.

C
Cowser & Co., S. B. Cox, Cochran & Houseman, John W. Carpenter, Trustee, Coca-Cola Bottling Works, Inc., Cabell's, Inc., Cullum & Boren Co., Chrysler Corp., City Warehouse.

D
Dallas Clearing House, Assn., Dreyfuss & Son, Dallas Gas Co., Dallas Power & Light Co., Dallas Railway & Terminal Co., Henry Dorsey, Jr., John Deere Plow Co., Chas. L. Dexter & Co.

E
Edison Bros. Stores, Inc., The Egan Co., Employees Casualty Co., Arthur A. Everts Co., Exline Lowdon Co., H. L. Edwards, Evans Printing & Poster Co., J. J. Eckford, W. R. Ellis, L. R. Evans, Dixie Disinfecting Co.

F
Fidelity Union Life Ins. Co.

G
Golman Baking Co., Gulf Ins. Co., W. A. Green & Co., R. B. George Machine Co., H. L. Green Co., Graham Brown Shoe Co., E. P. Greenwood.

H
Hart Furniture Co., Huey & Philp Hdwe. Co., A. Harris & Co., Home Furniture Co., Higginbotham-Pearlstone Hdwe. Co., Higginbotham-Bailey-Logan Co., F. P. Holland, J. P. Holland, Jr., W. H. Hitzelberger.

I
Interstate Circuit, Inc., International Harvester Co.

J
Jaggars-Chiles-Stovall, T. E. Jackson.

K
E. M. Kahn & Co., W. W. Klingman, S. H. Kress & Co., Kirkpatrick-Thompson.

Continued on Page 51

People and Payrolls

EIGHTY-FIVE new business firms, including six manufacturing plants, sixteen wholesalers and branches, thirty retail establishments, three oil companies and thirty classified as miscellaneous, tell the story of Dallas' industrial progress during August. Several important expansions of existing industries also took place during the month, notably the opening of the big new furniture plant of the Kroehler Manufacturing Company and the new building housing the sales, distributing and manufacturing unit of the Link-Belt Company here that serves the Southwest.

Among the new firms were the following:

Manufacturing:

Air-Thro, Inc., 3137 Ross Avenue. Manufacturers of air conditioning equipment.

Baker Sheet Metal Works, 312 South Beckley Avenue. Sheet metal products.

J. & J. Cigar Company, 2012½ Elm Street. Manufacturers of hand-made long-filler Havana cigars, "Lone Star" brand. Principals came to Dallas from New Jersey to establish this plant.

Perl Coffee & Tea Company, 4118 Commerce Street. Coffee roasters. Brands: "Sensation," "Supreme Blend" and "Jubilee."

Snoair Company, 1904 North Field Street. Manufacturers of air conditioning equipment.

J. C. Williams Hat Block Manufacturing Company, 1015 Wood Street. Manufacturers of hat blocks for the hat and millinery manufacturing trade and for cleaning establishments.

Wholesale and Branches:

Barkley-Grow Aircraft Corporation, 1116 Magnolia Building. Airplanes. T. C. Moss, representative; home office, Detroit, Mich.

David S. Bradshaw & Company, 209 North Hawkins Street. Food brokers. Home office, Houston, Texas.

Brick & Tile, Inc., 2139 North Field Street. Building materials.

Dallas Poultry Market, 2109 Young Street. Poultry.

Electric Sales & Machinery Company, 2616 Main Street. Electrical equipment and machinery; Harry Hargett.

Continued on Page 53

Graphic Review of Dallas Business

Business Indices for August, 1939, compared with August, 1938

CONSTRUCTION CONTRACT AWARDS—Private Contracts* (January through August)

1939	\$12,303,000	+ 7.3%
1938	\$11,457,000	

GOVERNMENTAL AGENCIES' CONSTRUCTION CONTRACT AWARDS* (January through August)

1939	\$2,963,000	+ 41.1%
1938	\$2,100,000	

BANK CLEARINGS

1939	\$228,661,000	+ 14.3%
1938	\$199,986,000	

BANK DEBITS

1939	\$241,709,000	+ 8.8%
1938	\$222,102,000	

STREET RAILWAY PASSENGERS

1939	5,045,047	+ 2.9%
1938	4,903,512	

INDUSTRIAL CONSUMPTION OF ELECTRIC POWER

1939	4,968,961 K.W.H.	+ 4.9%
1938	4,257,724 K.W.H.	

POSTAL RECEIPTS

1939	\$336,145	— 0.5%
1938	\$337,832	

TELEPHONES

1939	92,464	+ 5.8%
1938	87,341	

ELECTRIC METERS

1939	85,513	+ 5.3%
1938	81,187	

GAS METERS

1939	81,232	+ 5.16%
1938	77,248	

WATER METERS

1939	76,819	+ 4.6%
1938	73,408	

NEW CAR REGISTRATIONS

1939	1,249	+ 83.7%
1938	680	

REAL ESTATE TRANSFERS (Number)

1939	1,255	+ 7.7%
1938	1,165	

VALUE OF REAL ESTATE TRANSFERS

1939	\$3,073,863	+ 14.5%
1938	\$2,683,959	

RAIL EXPRESS SHIPMENTS (Number)

1939	176,614	+ 1.8%
1938	173,439	

AIR EXPRESS SHIPMENTS (Number)

1939	1,573	+ 30.9%
1938	1,201	

PARCEL POST MAIL—Outgoing

1939	163,634 Sacks	+ 16%
1938	141,001 Sacks	

MONEY ORDERS PAID (Number)

1939	226,540	+ 7.3%
1938	211,107	

MONEY ORDERS PAID (Dollar Volume)

1939	\$1,696,529	+ 8.8%
1938	\$1,560,328	

INDUSTRIAL CONSUMPTION OF NATURAL GAS (Thousands of Cubic Feet)

1939	340,611.2	— 13.8%
1938	395,407.2	

*From F. W. Dodge Reports.

CIRCLE OF PROFIT TO ALL OF TEXAS!



THE STATE FAIR OF TEXAS

Brings the Products of Agriculture and Industry
Together.

TEXAS COTTON OIL MILLS

Are Necessary in the Circle Uniting Agriculture
and Industry.

From Cottonseed, the Cotton Oil Mills Make Avail-
able Cottonseed Oil, Linters, Cake, Meal and Hulls
—All Essential Products in Farming, Ranching and
Industry.

TEXAS COTTONSEED CRUSHERS ASS'N
1412 SANTA FE BLDG. INCORPORATED DALLAS, TEXAS

"COME IN FOR A TANKFUL
OF SMOOTH PERFORMANCE"



YOU'RE due for a big surprise
when you make your first stop at
our Gulf No-Nox Ethyl pump.

For if you haven't tried No-Nox
Ethyl recently you don't know how
good a gasoline can be! It's designed
for modern driving . . . packed with
power, mileage, and smooth per-
formance. Why not stop at our Gulf
No-Nox Ethyl pump for a tankful?

YOUR
GOOD GULF
DEALER

THE MARCH OF BUSINESS MONTHLY INDICES FOR DALLAS

Business indices for the current month, for the corresponding and succeeding months of the previous year, and for the intervening months of the current year are shown. Additional statistics may be obtained at the Dallas Chamber of Commerce.

	1939	1938								1939				
	August	August	September	October	November	December	January	February	March	April	May	June	July	
Bank debits (dollars, in thousands)	241,709	222,102	239,479	240,403	225,887	287,064	246,274	215,529	246,851	227,487	230,726	245,569	238,816	
Bank clearings (dollars, in thousands)	228,661	199,986	227,945	237,109	216,733	245,764	233,951	197,217	229,452	208,809	215,497	222,512	223,454	
Building permits (dollars)	1,073,767	1,094,279	884,265	977,683	1,161,500	1,325,049	1,202,187	1,259,484	1,436,197	945,826	991,424	1,193,581	798,873	
Motor vehicles (new registrations)	1,249	680	624	708	1,304	1,343	1,309	1,227	1,867	1,317	1,412	1,350	1,368	
Electric meters	85,513	81,187	81,751	82,217	82,524	82,914	83,024	83,160	83,391	84,200	84,596	85,168	85,182	
Telephones	92,464	87,341	86,375	88,770	89,327	89,710	90,465	90,979	91,466	91,841	92,169	92,127	92,229	
Gas meters	81,232	77,248	77,676	78,338	79,062	79,492	79,678	79,886	80,018	80,220	80,377	80,599	80,863	
Water meters	76,819	73,408	73,280	73,686	73,969	74,093	74,534	74,576	74,993	75,333	75,744	76,171	76,493	
Postal receipts (dollars)	336,145	337,932	373,646	398,122	373,341	467,169	367,184	328,345	381,221	353,257	352,515	359,523	307,642	
Industrial power consumption (in kilowatt hours)	4,968,961	4,257,724	4,330,163	3,824,823	3,266,313	3,067,495	2,653,523	2,661,113	2,900,565	3,022,803	3,101,257	3,721,757	4,317,886	
Industrial gas consumption (in thousands of cubic feet)	340,611.2	395,407.2	366,308.2	388,569.2	473,389.2	485,768.2	519,088.0	517,616.4	394,962.4	380,100.2	336,155.8	341,541.4	348,081.4	
Street cars and bus traffic (passengers)	5,045,047	4,903,512	5,170,573	5,832,312	5,229,190	5,494,291	5,213,483	4,729,221	5,436,870	5,412,371	5,603,193	5,083,399	5,017,295	

SIMMONS COMPANY

945 SOUTH LAMAR STREET

Makers of the

Beautyrest Mattress

BLACK & WHITE · COLORED · CUTOUTS · STANDEES · FRAMES

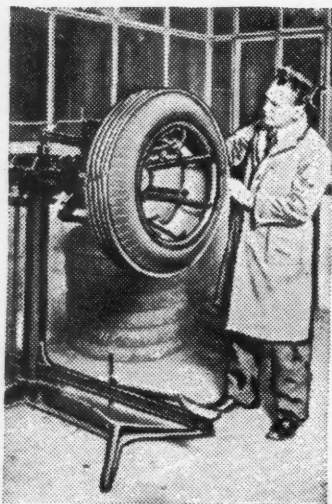
Blow-ups

A COMPLETE PHOTO-ENLARGING
SERVICE FOR THE DISPLAY MAN
WHO FEELS LIKE "BLOWING UP"

Dial
2-7388

KUYKENDALL Studios

2012
COMMERCE
DALLAS



The HAWKINSON PROCESS Cuts Your Tire Costs in Half

Not a Retread
Not a Re-Cap

We Give You New Tire
Mileage on a Money-back
Guarantee

Day and Night Service

Messmore and Martin, Inc.

ESTABLISHED 1937—A TEXAS INSTITUTION

2421 Main

Exclusive Agents in Greater Dallas

Phone 7-2614

Radio Equipment Company of Texas

Since 1922

939 SOUTH LAMAR STREET

DALLAS, TEXAS

PHONE 7-8991

Distributors

STEWART-WARNER HOME APPLIANCES
RADIOS ★ REFRIGERATORS ★ ELECTRIC AND GAS
RANGES ★ ELECTRIC WATER HEATERS

Southwestern Industry

Continued from Page 37

is required to take care of the consumer needs of the country, it is apparent that as we acquire new factories similar industries in older regions that have been supplying our needs must go out of business. In the long run this too may be good, not only for the Southwest, but for the industrial areas affected and certainly for the nation as a whole. Any trend that establishes a better balanced economy in this or any other geographic region is a good thing for the whole country. Many districts of the North and East are over-developed industrially just as we in the Southwest are underdeveloped. The older regions, in a great many cases have been able to maintain their industrial supremacy only through a system of preferential freight rates. Ultimately these rate inequalities will be adjusted leaving industry free to seek its natural markets, and in the process industrial production will be distributed over the country in proportion to population and income.

As the Southwest gains new industrial population, as I have already indicated, the older industrial regions must lose population as they lose industries that have been supporting that population. The country as a whole will be benefitted because population and wealth will be more widely distributed and many factory workers now herded in crowded tenements and working only at rare intervals, will find better living conditions and steadier employment.

Camera Club Will Direct Photo Show

The Dallas Camera Club will again direct the camera contest division of the second annual Hobby Show at the State Fair of Texas. All photographs entered, with the exception of those in the School Amateur Camera Contest, will be under the direction of the Dallas Camera Club.

Each of the four camera clubs in Dallas will select 25 of the best prints made by their members and these will be shown by the clubs. Four prizes, \$50, \$25, \$15 and \$10, will be awarded the winners selected by judges to be named.

Ernest Tepper has recently opened a new store known as Tepper's, 4302 Lemon Avenue. Mr. Tepper has had 27 years experience in the furniture, rug and drapery business. Associated with Mr. Tepper is Mrs. W. T. Rowe.

Flying Cadets Bring \$1,000,000 to Dallas

EACH weekday since July 1, a fleet of Army training planes has risen from Love Field and flown northward to an auxiliary airport, loaded with young men for whom the future holds promise.

The auxiliary airport, three miles north of the municipal field, is the base for flying instruction which the Dallas Aviation School and Air College is giving to "flying cadets" under supervision of the Army Air Corps.

When the air corps training program is completed in Dallas early in 1941, 660 cadets will have received their preliminary Army training here, and an aggregate payroll of more than \$1,000,000 will have been brought to Dallas.

The Dallas Aviation School and Air College is one of the nine schools in the United States with which the Army Air Corps has contracted to give instruction to the new "flying cadets" which it is enrolling in the corps' expansion program. The Dallas school is the second largest of the nine in number of cadets which the air corps has allotted to it. Each class in Dallas has a maximum of 60 cadets, enrolled for 12 weeks of training before being graduated to Randolph Field and then to Kelly Field. Because



A Stearman training ship high up in the clouds above Dallas. At the controls is one of the Army's young "flying cadets", and a flight instructor from the Dallas Aviation School and Air College is his passenger. Lloyd Long Photo.

of overlapping classes, a maximum of 105 to 120 flying cadets will be enrolled in Dallas at one time.

After three months of elementary training at the Dallas Aviation School,

including a minimum of 65 flying hours, the cadets are sent to the Air Corps Primary Flying School at Randolph Field near San Antonio. After completing three months work there, they are sent to the Advanced Flying School at Kelly Field, San Antonio. They are graduated from Kelly Field as second lieutenants, Air Reserve. During training, they are paid \$75 per month, in addition to a rations allowance, uniforms and equipment, and are quartered in modern barracks operated under Army supervision.

To the extent authorized by congressional appropriations, flying cadet graduates will be called to extended active duty with the regular Army Air Corps, in the grade of second lieutenant, Air Reserve, with the same pay and allowances as an officer of similar rank in the regular Army. A second lieutenant's pay is \$205 per month, in addition to various allowances.

Graduates of the training program who are not called into active service are considered highly qualified to obtain remunerative positions in commercial aviation.

Candidates for appointment as flying cadets must be unmarried males, between the ages of 20 and 26, inclusive. Those who have not satisfactorily completed two years of standard college work must pass a written educational examination, with a passing grade of 70.

Candidates must also pass a rigid phys-



A flying cadet, successfully past his examinations, reports to Capt. E. F. Yost of the Army Air Corps to begin six weeks of training at the Love Field school. Dallas News Photo.

Continued on Page 48

Attend the State Fair

October 7 to 22

and Visit

F. & W. Grand Silver Stores

1623 Main St.

Dallas, Texas

RENEWED OFFICE FURNITURE

See Our Large Display of Slightly
Used Office Furniture and
Typewriters

One of the
largest displays
of recondi-
tioned used of-
fice furniture
in Dallas.

You will be sur-
prised at the
savings.



ROBERT W. GRAY

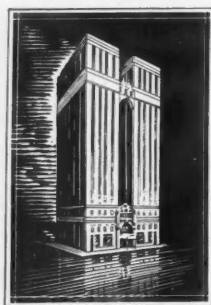
CARLOADS OF
USED OFFICE EQUIPMENT

GRAY'S

OFFICE FURNITURE CO.

308 No. Akard

Phone 2-8541



Air-Conditioned WHITE PLAZA Hotel

JACK CHANEY, Manager
Popular Place for Sales Confer-
ences — and the Home of Good
Food in Dallas.

MAIN AND HARWOOD STREET

Directory to Show Dallas As Oil's "Key City"

DALLAS has 1,368 units of the oil industry, Clyde Wallis, manager of the Chamber of Commerce industrial department, has announced after compiling the tentative totals for a Dallas Oil Directory on which he is working.

The tentative total of 1,368 units includes 584 oil companies, 303 individual operators and 481 supply companies. In a separate listing of "oil men," including major executives of the companies, individual operators and others connected with the industry, are 1,082 names.

The Chamber of Commerce hopes to publish the directory as soon as possible, and to make it the basis for a campaign to bring additional units of the industry to Dallas. Mr. Wallis said the directory definitely proves Dallas' claim to being "key city of the oil industry," and should be a "powerful argument" toward location of other oil industry units in Dallas.

It is the first complete picture of Dallas as an oil center ever attempted. In scope, the directory will be more complete and more factual than any now available.

The directory will contain the alphabetical listing of oil companies; an alphabetical listing of individual operators; an alphabetical listing of oil men—restricted to the companies' major executives, the individual operators, and other individuals of importance to the industry, so that it will be possible to locate the leaders of the industry in Dallas without knowing their firm connections; an alphabetical listing of oil well supply and equipment companies; an alphabetical listing of supply company executives, and a classified listing of oil companies.

Four hundred and forty-four names are contained in the section on supply company executives. This classification is restricted to the major executives of the companies. The supply company classification includes some firms which handle products used in oil fields, but whose major business interests may not be in the oil well supply field, Mr. Wallis said.

The classified listing of oil companies naturally includes a number of duplications, since one firm may be classified as a producer and also a refiner and marketer and a pipe line company. Totals in the classified listings of Dallas oil companies are:

Oil producers, 546.
Refiners and marketers, 67.
Pipe line companies, 28.
Natural gas producers, 30.

Natural gas marketers, 6.
Natural gasoline, 6.
Oil royalties, 159.
Crude oil brokers, 25.
Oil leases, 420.
Crude oil purchasers, 11.
Drilling contractors, 87.
Pipe line contractors, 5.
Oil well surveyors, 3.
Valuation engineers, 1.
Oil well cementing, 1.
Geologists, 19.
Petroleum engineers, 18.
Recycling plants, 3.
Refinery engineers, 1.
Geophysicists, 4.
Core drilling and analysis, 3.
Oil industry associations, 5.
Publications, 2.
Oil maps, 2.
Petroleum financing, 2.

The directory has been compiled by Mr. Wallis over a period of more than six months, and has been one of the year's major activities for the Chamber's industrial department. Some of the information was obtained through questionnaires, but much of it involved individual calls. As information was obtained on each company or individual it was classified and filed under an efficient cross-indexing system. All of the cards have been checked against the best available oil industry directories to insure accuracy.

When the directory is published in book form it will include photographs of oil industry leaders' homes in Dallas; information on Dallas' advantages as a residential city; and carefully prepared maps to show Dallas' geographic relation to all of the oil and gas fields of the Mid Continent area, a region which accounts for 73 per cent of America's total annual production of crude oil, and which also contains about three-fourths of the country's known petroleum reserves.

Port Arthur Gets Dial Telephones

Port Arthur in September became the fourteenth Texas city to have the dial telephone system, following the completion by the Southwestern Bell Telephone Company of a \$900,000 installation and improvement program, for which the building shown above furnishes the headquarters.

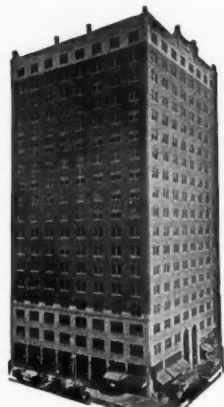
Port Arthur's 60,000 residents possess nearly 9,000 telephones.

"50 Years in Dallas"

J. W. LINDSLEY & CO. REALTORS

Our 50 years experience in handling Real Estate in Dallas enables us to give quick and efficient service in filling your needs.

We Specialize in Industrial Property
1209 Main St. • Phone 2-4366



Beautiful, substantial and modern, the Allen Building stands clear on all sides for light and ventilation. Equipment, service and reputation unsurpassed. Conservative in tenant selection.

ALLEN BUILDING

Commerce and Ervay
R. R. WILSON, Bldg. Mgr. Phone 2-9296

HEDGECOCK

A TEXAS INSTITUTION

HEDGECOCK

ARTIFICIAL LIMB & BRACE MFG. CO.
2827 COMMERCE ST DALLAS
OUT WHERE YOU CAN PARK

America's Biggest Fair

Continued from Page 8

Had it not been true that each year the Fair became bigger and better it would have been a matter of but a few years until there would have been no Fair at all. All life is progress or retrogression. This institution has chosen to progress, and becomes bigger and better as the years unfold, both as a matter of higher development and as a matter of serving the millions of people within its environs.

Although the State Fair paramounds those things that are constructive, educational and economic, it will not this year, and never has, overlooked the fact that "all work and no play" is as bad as "all play and no work." Therefore a well-balanced entertainment menu is offered, including the ever-thrilling midway attractions and a gigantic revue in the auditorium. As usual there will be many free acts over the grounds.

School children of Texas, through the co-operation of the State Department of Education, will play a major part in Fair activities. The Fair has recognized the responsibilities of tomorrow are upon these youngsters, and is striving in every way to make this an epochal event in their lives.

The State Fair of Texas, in its history, parallels the history, the growth and the vision of the city in which it is located and the territory which it serves. In its early years, when it appeared that sufficient finances could not be mustered to perpetuate it, progressive citizens underwrote it. In the true sense, it belongs to the people. Those serving it in executive and administrative capacities are but the servants of these people. The great, progressive folks of the imperial Southwest have made of the State Fair of Texas "America's Biggest Fair," and to them goes the full credit.

Foster Parent

Continued from Page 13

could do so if they had support from business interests in arranging transportation. Such programs are an educational investment that would pay dividends for many years to the community and to the State.

This fall, when you go to the State Fair, keep your eyes open to the wonders that are found, not in any exhibit, but in the thousands of restless, curious, and eager boys and girls.

Watch them prying into the mysteries of the latest development in farm machinery, climbing over the implements with an enthusiasm that will



Modernize your kitchen with a Vent-A-Hood Kitchen Ventilator—remove tell-tale food odors, steam and greasy vapors from your kitchen BEFORE they have a chance to invade the living room and other parts of the house. Vent-A-Hood—equipped with a patented centrifugal exhaust unit—traps cooking vapors and forces them out of the house—prevents greasy deposits on kitchen walls, ceiling and woodwork — prevents grease-laden air from circulating through the house settling on draperies, rugs and furniture. Saves cleaning and re-decorating costs. Adds beauty to your kitchen—makes cooking more pleasant.

See Vent-A-Hood on display at department stores, range dealers, gas and electric utilities, or in our factory show room in Dallas.

Send coupon below for free illustrated circular showing how Vent-A-Hood will add charm as well as comfort to your kitchen. Write today.

THE VENT-A-HOOD CO.
Dept. S, 2808 Commerce Street
Dallas, Texas

Please send illustrated circular and price list for Vent-A-Hood Kitchen Ventilator.

Name _____

Street No. _____

City _____ State _____

The VENT-A-HOOD Co.
2808 COMMERCE STREET
DALLAS, TEXAS

Hudson & Hudson

Industrial and Business Properties
Sales, Leases and Management
Great National Life Building

Phone 7-9349 Dallas

Alex D. Hudson James S. Hudson

AIR CONDITION

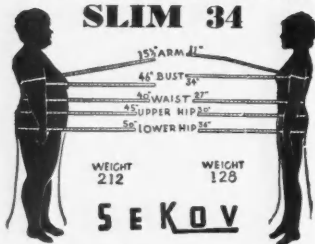
- YOUR OFFICE
- YOUR STORE
- YOUR FACTORY

Cut down on errors . . . improve goodwill . . . step up production . . . by giving your employees a cool place to work.

For information and advice, call 2-9321 and ask for Station 368.

DALLAS POWER & LIGHT COMPANY

From FAT 48 to SLIM 34



A PHYSICIANS PRESCRIPTION
Registered in Washington, D. C.

Has your figure declared war on you? If it has, battle it with Sekov. Sekov has a gentle way of persuading even that toughest enemy, fat, to turn and run and admit defeat. Let Sekov fight your battle for you, and you are sure to win, as so many others have. Start your counter attack today.

READ THESE ACTUAL EXPERIENCES

Reduced from 212 to 128 lbs. How thankful I am to you, Mrs. H. L. E. Lost 29 lbs. My skin is smooth and free from wrinkles. Count me as a booster! Mrs. H. V. T.

SEKOV REDUCING STUDIO
231 Fidelity Bldg. Phone 2-8911
Write For Free Booklet

enable them to go home with far more information than the average adult will get.

Notice how intently they watch the livestock judges, and how they do their own judging of every animal with a trained eye that enables them to see the good and bad points, and to evaluate them.

Listen to their comments on the farm products, livestock and poultry; find an opportunity to discuss their views with some of the Future Farmers and 4-H Club members.

Do these things, and you'll really see the Fair. You'll see the greatest reason for its existence, and you will understand why the State Fair of Texas is a living part of the agriculture and livestock development of the Southwest.

Gridiron Feast

Continued from Page 16

his best to welcome and make feel at home.

In the past, the people of Oklahoma have come in large numbers on the day of the Texas-Oklahoma game, and it is hoped that this year will break all records in attendance from the "Sooner State." With a great football team that was nationally recognized last year, surely there will be a tremendous following to see it meet its ancient rival, the University of Texas.

Saturday afternoon, October 21, should make the final week-end of the 1939 Fair a glorious, record-breaking occasion. Joining with such events as the Midget Races, the big show in the Auditorium, and countless other attractions for that week-end—such as fire works, the midway, unequaled exhibits, and special events—the Southern Methodist University Mustangs will meet Marquette University at 2:30 p. m. Saturday, October 21. This game will certainly be the one outstanding intersectional game for the Southwest that will be worth traveling miles to witness.

The annual football game between Wylie and Prairie View Colleges will be played on the afternoon of Colored People's Day, Monday, October 16.

The Athletic Committee of the State Fair of Texas, of which I have the honor of being chairman, and which is composed of T. M. Watson, T. M. Cullum, Jordan Ownby, and Julius Schepps, is already planning for future years, inviting the leading teams of the nation to meet teams of the Southwest at the Cotton Bowl during the Fairs of 1940, 1941, 1942, 1943, and beyond. It is the desire of the committee that the people of

Attend the
State Fair of Texas
October 7-22

and while here also
visit our store

S. H. Kress & Company
1404 Elm Dallas

Lawyers Title Of Texas, Inc.

1107 MAIN ST. • DALLAS

Protected Ownership



The policies of Lawyers Title Insurance Corporation are available throughout the State with offices of issue in the following cities:

ABILENE, AMARILLO, AUSTIN, BELTON, BROWNSVILLE, CLEBURNE, DALLAS, EDINBURG, FT. WORTH, GREENVILLE, HOUSTON, LONGVIEW, LUBBOCK, MARSHALL, SAN ANGELO, SAN ANTONIO, SHERMAN, SWEETWATER, TYLER and WICHITA FALLS

The policies of Lawyers Title Insurance Corporation are accepted generally by the leading lending institutions throughout the nation.

Dallas, of Texas, and of the Southwest look upon the Cotton Bowl of the State Fair of Texas as the place where teams will meet on a neutral ground and that the people of the Southwest will take real interest in these events during the State Fair. Their interest in the games played, and their interest in offering suggestions to the committee as to possible future opponents in this great stadium, will be greatly appreciated by the committee and the State Fair officials, and their interest will be rewarded by every effort being made on our part to produce the best in sports during these expositions.

The followers of football will be happy to know that unless something unforeseen develops, all high school games scheduled for the dates of the State Fair of Texas, not only this year, but for the next several years at least, will be played in the State Fair stadium.

So, to the people of Texas and the great Southwest—make Dallas your headquarters for sports during the State Fair of Texas October 7 to October 21.

Truly, it will be a *Football Feast*.

Braniff Airways Buys Super B-Liner Fleet

T. E. Braniff, president of Braniff Airways, and Donald W. Douglas, president of Douglas Aircraft Company of Santa Monica, Calif., recently signed a contract for the purchase of four Douglas DC-3 airliners.

The new fleet, representing an investment in excess of \$500,000, will consist of luxurious 21-passenger planes equipped with two Wright Cyclone engines of 1,100 horsepower each, or a total of 2,200 horsepower for each plane. Hamilton Standard full feathering propellers of the type recently recommended by the Civil Aeronautics Authority for all airplanes operating on airlines in the United States will be a feature of the mechanical installation on the new DC-3's. Special two-way radio equipment and the latest in safety and comfort refinements will be incorporated in the new B-Liner fleet.

Artistic color scheme decorations and upholstery chosen by Miss Jeanne Braniff, daughter of the airline's president, and the added Douglas refinements will make these 12-ton B-Liners the most modern and beautiful of their type in use today.

The new fleet will probably be placed in operation on Braniff Airways' "Great Lakes to the Gulf" system early in December. It will be based at Braniff's operating headquarters and shops at Love Field, Dallas.

*Registered
Policy
Protection*

THEO. P. BEASLEY

Pres. & Gen. Mgr.

R. K. DuVALL

Vice-Pres. & Treas.

THOMAS M. MOTT

Secretary-Actuary

M. ALLEN ANDERSON

Agency Vice-President

YOUR PROSPECTING

Is the most essential factor in determining the measure of your **SUCCESS** in life underwriting.

We have perfected a direct mail program for our agents that is showing most gratifying results.

Every letter and folder is designed to build prestige for our salesmen.

Direct Agency inquiries to:

M. ALLEN ANDERSON, Agency Vice-President

REPUBLIC NATIONAL LIFE INSURANCE COMPANY

DALLAS, HOME OFFICE TEXAS

GRANDMA KNEW HER KNITTING

HALL GENTRY KNOWS HOW TO
MAKE PHOTOGRAPHS

HALL GENTRY STUDIOS—in principal
cities throughout the Southern States.

Serving the Southland for More Than
Fifty Years

HALL GENTRY STUDIOS

1619½ ELM ST.

TELEPHONE 2-6226



FILE FOLDERS

*Plain or
Printed*

ENVELOPES

Manufactured by

HESSE
Envelope Company

SINCE
1906

DALLAS, TEXAS

FROM FACTORY TO CONSUMER

Store Interiors and
Fixtures, Designed by
Sales Engineers. AT YOUR
SERVICE. NO OBLIGATION

Adleta SHOW CASE &
FIXTURE MANUFACTURING CO.

1907 CEDAR SPRINGS • DALLAS, TEXAS

Guns and Hunter's supplies including all the latest developments in Big Game Rifles, .22 Rifles and Shot Guns for every purpose.

Fishing Tackle, Camp and Outing Goods.

Greatest assortment of Toys and Practical Gifts we have ever assembled.

Three different complete standard Factory lines Bicycles and all sundries.

Eastman Cameras and Hagen Golf Equipment.

Pendleton Outing Clothing and everything in Athletic Supplies.

Cullum & Boren Co.

1509 ELM STREET
DALLAS, TEXAS

You can introduce your products and service to new families arriving in Dallas daily by the Welcome Wagon. Telephone without obligation the Welcome Wagon, 7-8451, for information about our sampler advertising plan.



Horsemanship — Gaited Horses *Come Out and Ride*

Gaited saddle horses by the hour. Breeding, boarding and training, and selling of fine saddle horses. A capable riding instructor in charge at all times.

HILLTOP STABLES

On Top of the Hill North of Vickery
ARTHUR J. MUELLER, Proprietor

Mid-Continent Convention Mecca for Oil Men

Oil men throughout Texas are focusing their attention upon the coming annual convention of the Texas Mid-Continent Oil & Gas Association, to be held at the Rice Hotel in Houston, October 5-7.

Because of the multitude of problems confronting the Texas oil industry, an unusual degree of interest is already being manifested, indicating that the largest crowd in history will converge upon the Gulf Coast city for the three-day session of business and festivities, according to George C. Gibbons, executive vice-president of the organization.

Final plans for the convention program have been completed. Arrangements have been made to have several nationally known speakers for the occasion, among whom will be Senator Carl Hatch, of New Mexico, and Dr. Homer Price Rainey, president of the University of Texas. Other speakers slated for the business sessions will be Orville Carpenter, executive director of the Texas Unemployment Compensation Commission; Guy K. Jackson, county judge of Chambers County; Charles P. McGaha, president of the Texas Mid-Continent Association; R. B. Anderson, counsel for the Waggoner Refining Company; Curtis Morris, director of the tax division of the East Texas Chamber of Commerce, and George Sheppard, state comptroller of public accounts. Reports on activities and accomplishments during the past year will also be made by various committee chairmen.

Highlights on the entertainment program planned by the Houston arrangements committee will be the annual oil men's golf tournament, scheduled for Friday afternoon, October 6, when teams from every section of Texas will compete for the coveted Hamilton trophy and various other awards, and the Houston Wildcats' Jamboree, which is slated for Friday night, and which will consist of a banquet, floor show and dance for the entertainment of oil men and their guests. Both the golf tournament and the Jamboree will be held at the River Oaks Country Club, Mr. Gibbons said.

Members of the Dallas convention committee are: Harry W. Bass, E. H. Blum, John B. Cowden, B. C. Clardy, R. A. Crawford, E. H. Eddleman, Jake L. Hamon, Edwin B. Hopkins, Dr. J. C. Karcher, C. A. Lester, Jim Loftin, Jr., Capt. J. F. Lucey, W. P. Luse, Eugene McElvaney, R. S. McFarland, H. S. Moss, John G. Pew, Leon F. Russ, E. L. Smith, G. H. Vaughn, E. L. Wilson, C. A.

Young, W. H. Baker, O. G. Bell, F. I. Brinegar, Oscar C. Bruce, E. Lloyd Byer, T. B. Cochran, Rainey Elliott, C. A. Everts, Bert Field, Allen Guiberson, George A. Hays, Jr., H. H. Hudson, W. M. Irish, III, Carl B. King, H. J. Morlang, Haynes B. Ownby, W. L. Pickens, Ben F. Read, W. L. Todd, P. N. Wiggins, Jr., Toddie L. Wynne, Wallace Hawkins.

Flying Cadets

Continued from Page 43

ical examination, more exacting than that required for enlistment in the regular Army.

The Dallas Chamber of Commerce aviation committee and the city's air advisory board supported the Dallas Aviation School and Air College in its effort to be designated one of the nine preliminary training centers. They felt that it was an opportunity to bring an important payroll to Dallas, and also a chance to materially further Dallas' development as both a commercial and a military aviation center. The Dallas Aviation School was already one of the highest-rated air colleges in America.

Under its contract with the Army, the Dallas Aviation School and Air College constructed new, modern barracks for the flying cadets. It maintains the barracks and mess, both under Army Air Corps supervision. It employed 21 flying instructors and six ground school instructors. The school maintains the ships, also under Army supervision.

The Army Air Corps staff at Love Field includes Captain E. F. Yost and Lieutenants J. H. Price and D. E. Hooks, all from Randolph Field, and Captain H. A. Meyers, flight surgeon, from Kelly Field.

The first class of 60 flying cadets entered the school July 1, and the second class of 59 enrolled August 15. Cadets in the first class who remain (approximately one-third of the number has been eliminated for inaptitude under the rigid tests) are to be graduated to Randolph Field the last week in September.

Ground school instruction includes courses on the personal equipment of the pilot, mathematics, theory of flight, airplane engines, maps and air navigation, federal aids to air navigation, meteor-

ology, military hygiene, airplanes, and military training.

Flying instruction is actual operation of the Army training ship. Cadets are transported from Love Field to the auxiliary base either in the planes or by bus. All cadet flying is done from the auxiliary airport, where commercial ships cannot be endangered, and flight routes are all mapped into the northwestern area of Dallas County, away from the residential districts. Officers of the Army Air Corps make at least four check flights with each student during the training period. Cadets who are not progressing satisfactorily in the training program may be dropped from the class, either by the civilian school instructors or by the Army supervisors.

Only one minor accident, and that on the ground, has occurred since the training center was established in Dallas.

All of the cadets in the Love Field school are from Texas and the South-eastern states. The school, the Chamber's aviation committee and other interested groups have co-operated to provide recreational facilities for the boys' leisure hours.

Other training centers for the air corps' expansion program have been established at civil flying schools in Tuscaloosa, Ala.; Glenview, Ill.; Glendale, Calif.; Lincoln, Nebr.; East St. Louis, Ill.; San Diego, Cal.; Santa Maria, Cal., and Tulsa, Okla. Only the Tulsa school has a larger enrollment than Dallas.

Hopi Indians to Be Featured at Fair

Hopi Indians, the Arizona cliff dwellers, will be an outstanding attraction at the State Fair. This will be their first Texas visit.

The Hopis are described as the most primitive people in America. They still maintain their ancient tribal customs, including the famed snake or rain dance, done with rattlesnakes, which will be a feature of their visit to the State Fair.

This dance is a prayer to the snakes, which the Hopi regards as the god of the underground, usually to bring rain to the parched earth. The dance opens with the spreading of sacred corn meal in ceremonial fashion. In the dance proper the Indians hold live snakes in their mouths. On the reservation this dance is performed but once yearly.

The Hopis also will give demonstrations of their native crafts.

Progressing with the Southwest

Did you know that in 1937 the Tax Rate on Motor Trucks was actually 47.6% of their total valuation? Industry on an average paid 6%. The Detroit tax rate on homes was 2.3%! Class 1 Railroads paid only 1.43%!

Did you know that Motor Transport handles only 5% of the nation's freight and that railroads handle over 60% but that we pay a million dollars a week more taxes?

Did you know that it takes 10 truck employees to handle the same volume of freight that is handled by only one railroad employee?

This industry asks no favors and is materially eliminating the unemployment situation more than any other industry.

Without favors we have accomplished much, and have only begun!

RED BALL MOTOR FREIGHT LINES

Smiling Service.

HENRY E. ENGLISH, Owner

DALLAS

Home of Greatest State Fair in the World, and

ATLAS

Metal Products With a World of Quality



Tanks, Culverts, Atlas (Dr. Pepper) Coolers, Ice Coolers
and All Fine Metal Goods

ATLAS METAL WORKS

P. O. BOX 5023

EAGLE FORD ROAD

DALLAS



The AMBASSADOR HOTEL

*Walking distance to business center
and theatrical district and yet far
enough away for quiet comfort.*

ROOMS OR APARTMENT SUITES

New and Modern

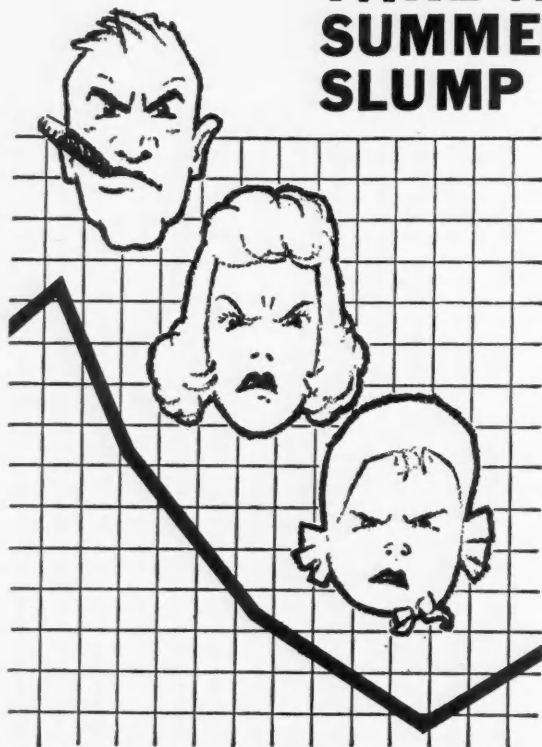
Air Conditioned Grill . . . Excellent Food . . . Garage . . . Beauty
Shop . . . Valet . . . Full Hotel Service . . . Rooms Have Ceiling
Fans . . . All Outside Exposure . . . The Ambassador Adjoins
Beautiful Sullivan Park.

WEEKLY OR MONTHLY RATES

TELEPHONE 2-9003

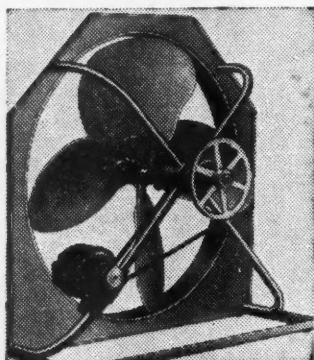
LAWRENCE G. RUSSELL, Manager

WHEN DISPOSITIONS TAKE A SUMMER SLUMP



... you'll find it easy to change a smirk to a smile, whether it's the Boss, the Wife or the Diapered Dictator, when you keep them COOL and COMFORTABLE with

Modernaire Home Cooling



For Small Homes
10,000 Cubic
Feet a Minute **\$125**

**For Medium-Sized
Homes**

13,000 Cubic
Feet a Minute **\$149**

For Large Homes
16,000 Cubic
Feet a Minute **\$179**

Above installed prices include all labor, materials and accessories, except louvers.

Payments as Low as \$4 a Month. No Down Payment

DALLAS ENGINEERING CO.

"Oldest Fan Company in the South"

1115 N. Hall St.

Phone 8-2948

—If no answer call 8-9250 or 5-2280

Through the Looking Glass

Continued from Page 7

improvements. In 1890 fire razed the main exposition building. It was rebuilt at a cost of \$130,000 and only a highly successful season pulled the Fair out. Fire again visited the Fair in 1891 and destroyed the racing stables and the Fair faced the greatest financial crisis in its history. Through the untiring work of Jules Schneider, then president, an English company took over the notes—and in 1893 the Fair showed a small profit.

In the middle of a black depression in 1894, President Alex Sanger and his board put on one of the biggest and most successful Fairs.

When the Spanish-American war came it seemed to threaten the permanency of the Fair but it was staged as a pageant of patriotism and went over well.

In 1899 the Fair was whipped again, but wouldn't acknowledge it. Col. J. T. Trezevant, chairman of the executive committee, placed the matter before Capt. W. H. Gaston, banker, who scaled the indebtedness and cut the rate of interest, enabling the organization to borrow more money. In 1900 bankruptcy again was narrowly averted when the English company called its loan and J. B. Wilson saved the day by buying the bonds.

In 1902 the exposition building burned and racing was outlawed. Following this, a plan was worked out whereby the city took over the grounds in 1904. In 1905 yellow fever entered the picture, and delayed the opening, but the year's event was successful. When the country went on restricted currency in 1907 the momentum of the Fair delayed its application in Dallas for a week. A high spot of the first decade of the century was the completion of the coliseum with a seating capacity of 8,000 in time for the silver anniversary in 1910.

Since that time, through both adverse and favorable conditions, the State Fair of Texas has steadily gone forward with a building campaign. Following the coliseum, the livestock pavilion was erected. In 1923 the automobile building was constructed. The old exhibition hall was remodeled in 1924. That year also the half-million dollar auditorium was constructed. The Cotton Bowl came along later with its seating capacity of 46,000.

In an article of this length, proper tribute cannot be paid all those who in a half century have so heroically given of their time, talent and money to build the State Fair of today. It is sufficient to say that such a roll would embrace every leading citizen of Dallas during this half century, including many of those whose

names seldom have appeared in the public prints.

The splendid equipment we now boast is a product of their labor. It is a product of their vision. The first place position of the State Fair of Texas today would not have been except for the courage of the pioneers and their determination never to say die.

In its long career, the State Fair of Texas has had within its gates most of the American celebrities, and many from foreign countries. Perhaps one of the first of these celebrities was the immortal Henry W. Grady in 1888. Others whose names have made history are Gov. David R. Francis of Missouri, William Jennings Bryan, William Howard Taft, Champ Clark, and Woodrow Wilson, when he was governor of New Jersey. Gen. Alvaro Obregon, then President-elect of Mexico, visited the Fair in 1920.

The State Fair of today has a plant with every modern facility. Its adequate grounds are well-groomed. Its buildings are large. Its diversity of exhibits and shows is the wonder of the nation.

Always keeping in mind the purpose of the founders and their successors through the years, we are attempting in this year of 1939 to present a well-balanced State Fair to the people of the Southwest. We have gone back to essentials. A balanced agriculture and livestock industry we recognize as the

fundamental upon which the prosperity of our region rests. Believing that, we are presenting the greatest livestock and farm show in all our history—including the first chemurgic show of the nation. We are stressing our school activities, and encouraging by co-operation our 4-H Club boys and girls and our Future Farmers.

As Texas must be a well-balanced State, we are presenting a well-balanced Fair—complete in every detail.

State Fair Bonds

Continued from Page 38

L

Lang Floral & Nursery Co., Linz Bros., Alvin H. Lane & Lulie H. Lane, Trustees, Lingo Lumber Co., Eugene P. Locke, Lone Star Gas Co., Lyon-Gray Lumber Co., Lafe Levine, Lorch Mfg. Co., Wm. Lipscomb, Lone Star Cement Co.

M

McIntyre Tubb Printers, Frank L. McNeny, Metzgers' Dairies, Mrs. Anna Mangold, N. M. Miller, R. H. Morton, Mosher Steel Co., Homer R. Mitchell, Chas. R. Moore, Chas. Maxvill, Tom Melody, Magnolia Petroleum Co., Morton Davis Co., Morton Milling Co., Morriss Buick Co., Birdie Meyer, W. B. Marsh.

Continued on Page 52

We Begin Our 29th Year

This business had been established just a few weeks when the 1911 Fair began. The Fair marks an important anniversary for us . . . and a milestone in the Progress of the Great Southwest of which we have been a part for 28 years.

We always look forward to the Fair as a time to relax and play and have a good time. We will welcome you to Dallas and to the State Fair of Texas . . . October 7 to 22.



GRAHAM-BROWN SHOE COMPANY

The Pioneer Wholesale Shoe House of the Southwest

Fashion Favorites of the Great Southwest!



MARCY LEE DRESSES

The Marcy Lee Company is one of the largest in the Southwest. Our skilled designers and craftsmen create dress fashions that are shipped all over the country. Visit us when you visit the great Texas Fair!



Marcy Lee Mfg. Co.

2212 S. Lamar

Dallas

Attend the
TEXAS STATE FAIR

in Dallas

and Visit

F. W. Woolworth Stores

1520 Elm St.
129 W. Jefferson Ave.
3214 Knox St.
1917 Greenville Ave.
3412 Oak Lawn Ave.

Where Dallas Dines

The Air-Conditioned

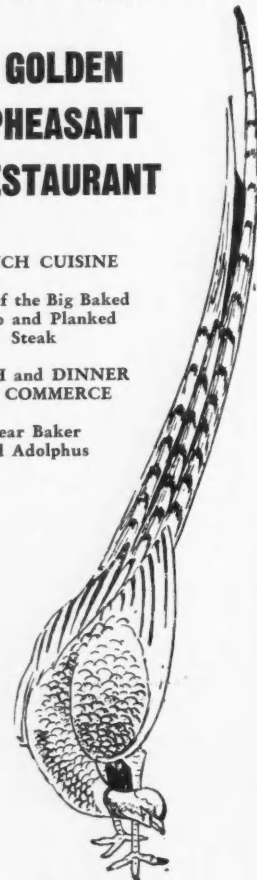
GOLDEN PHEASANT RESTAURANT

FRENCH CUISINE

Home of the Big Baked
Potato and Planked
Steak

LUNCH and DINNER
1417 COMMERCE

Near Baker
and Adolphus



PAUL BATHIAS
Owner
and Manager

Fair to Choose "Queen" from 50 Beauties

TEN regional Texas Queens already have definitely entered the contest for a "Queen of Queens" opening day of the State Fair of Texas, October 7, pageant directors have announced. Other entries are definitely assured and will be announced shortly, it being expected that at least fifty will compete.

The coronation, in the Cotton Bowl, will be staged amidst an elaborate stage setting and lighting effect. In the coronation cast there will be from 500 to 700 persons participating, including 150 ladies-in-waiting for the various regional Queens.

Highly decorated floats will be in the line of a parade through downtown Dallas at noon and these will carry their attractive loads of beauty to the Cotton Bowl at 7:45 p. m.

Entries already received and indicated will represent practically every section of the state.

Those already definitely entered are:

Miss Peggy Pinkney, Queen of the Panhandle Plains Dairy Show, sponsored by the Tri-State Fair Association of Amarillo.

Miss Josephine Taylor, Queen of Charro Days, sponsored by the Chamber of Commerce of Brownsville.

Miss Ruth Gordon, Queen of the A. & M. College of Texas Cotton Style Show, sponsored by the Agricultural & Mechanical College of Texas.

Miss Jeanette Quail, Queen of the Buccaneer Days Celebration, sponsored by the Chamber of Commerce of Corpus Christi.

Miss Billye Ruth Thompson, Queen of the Spinach Festival, sponsored by the Crystal City Chamber of Commerce.

Miss Beulah Margaret Bennet, Queen of the Turkey Trot, sponsored by the Cuero Chamber of Commerce.

Miss Betty Buchanan, Queen of the Cantaloupe Festival, sponsored by the Grapevine Chamber of Commerce.

Miss Sarah Ann Barber, Queen of the Tomato Festival, sponsored by the Jacksonville Chamber of Commerce.

Miss Sarah Isabel Hill, sponsored by the Laredo Chamber of Commerce.

Miss Martha Jane Bryant, Queen of the Jones County Pioneer Festival, sponsored by the Anson Chamber of Commerce.

A Queen representing Eastland County is to be named at that county's Fair on September 30.

Queens also will be chosen from Longview, Rusk, Athens, Lufkin and Glade-water.

State Fair Bonds

Continued from Page 51

N

Tom R. Newman, Neiman - Marcus, Neuhoof Bros., Nehi Bottling Co.

O

Olmsted Kirk Co., Outdoor Electric Adv. Co., Oak Farms, Inc.

P

Sidney Pugh, Hugh E. Prather, John A. Prather, Hugh E. Prather, Jr., Ralph M. Pearson, Dr. Pepper Co., S. B. Perkins, Planters Cotton Oil Co., Pollock Paper Co.

R

Republic Ins. Co., Reynolds Penland Co., Reed Hardware Co., Roy Rupard.

S

J. Curtis Sanford, Southwestern Bell Telephone Co., Shippers Warehouse Co., Sears-Roebuck & Co., Southwestern Life Ins. Co., Safeway Stores, Inc., of Texas Sanger Bros., Julius Schepps Wholesale Liquor, Harry L. Seay, Harry L. Seay, Jr., R. J. Stinnett, J. Deveraux Smith, Seay & Hall, Hugo W. Schoellkopf, Southern Supply Co., Southern Ornamental Iron Works, Sun Oil Co., Southwest Paper Co., Southland Life Ins., Stanard Tilton Mills.

T

Tennessee Dairies, Texas Employees Ins. Assn., Times Herald Printing Co., Edward Titche, Titche-Goettinger Co., The Texas Company, Trinity Cotton Oil Co., Trinity Portland Cement Co., F. E. Tennant, Tracy-Locke-Dawson.

U

United Fidelity Life Ins. Co.

V

Volk Bros., Vanette Hosiery Mills, Variety Club.

W

Weston Hardware Co., Wilson Syndicate Trust, Jas. K. Wilson Co., Wilson Printing Co., Wyatt Metal & Boiler Works, F. W. Woolworth & Co., T. M. Watson.

People & Payrolls

Continued from Page 39

Fowler's Poultry Market, 407 South Pearl Street; F. M. Fowler. Poultry.

T. A. (Alex) Hardin, 2104 Cadiz Street. Produce.

Hornstein Photo Sales, 700 Elm Street. Wholesale jobbers of photographic supplies and accessories for amateur use. Home office, Chicago, Ill. Dallas branch covers Texas, Oklahoma, Arkansas, Arizona, New Mexico and Louisiana with complete stocks from Dallas. Joseph W. Lipman, manager.

Magnus Chemical Company, Second Unit Santa Fe Building. Home office, Garwood, N. J. Cleaning materials, industrial soaps, etc.

Market Wholesale Grocery Company, 2300 Canton Street. Wholesale grocers. R. B. Mack, president, formerly of Fort Worth; R. A. Webb, secretary-treasurer.

Rawleigh Products Distributors, 527 North Akard Street. Distributors of the products of the W. T. Rawleigh Company, Freeport, Ill.

Robertson Brokerage Company, Interstate-Trinity Warehouse Building; food brokers. R. Scott Robertson, Jr., owner, from Fort Smith, Arkansas.

Service Station Supply Company, 3611 Parry Avenue. Filling station equipment.

Texas Machinery & Electric Company (see Electric Sales & Machinery Co.).

Titus Distributing Company, 4224 Ross Avenue. Food products.

Vitamin Products Company of Texas, 304 Wilson Bldg. Food products.

Wilson Steel Company, 4904 Cole Avenue. E. J. Wilson. Steel.

Petroleum:

Associated Publishers, Inc., Melba Building; publishers of "Drilling," new trade journal for drilling contractors.

Inland Drilling Company, Tulsa, Okla., granted permit to do business in Texas, with Dallas as Texas headquarters; Mildred Ludlow, Texas agent.

North-South Oil Company, 1923 Republic Bank Building. William F. Tyree, general manager and production superintendent. Chartered August 9, \$208,500 capital stock. Owns production and acreage in Coleman and Runnels Counties.

Reddick Butane Gas Company, 705 Ross Avenue; butane gas distributors.

Miscellaneous:

Arch C. Baker, 1116 Gulf States Building. Architect.

E. C. Camp Investment Co., 1901 Live Oak Street. Automobile loans.

Canteen Service, 622 Exposition Avenue. Vending machine supplies.

Lee E. Davis & Co., 504 Stewart Building. Insurance.

In keeping pace with the growing popularity of recorded music, we are proud to present Dallas' new and only exclusive phonograph shop.

PHONE

2-1355

An innovation is our Recording Studio, where you can record your own voice or musical talent. The latest RCA recording equipment permits us to record anything that makes a sound with amazing clarity, ready for instant reproduction—at popular prices.

You are cordially invited to visit The Record Shop where you will find the most complete stock of all recordings. Our courteous and competent staff is eager to serve you at all times.

Mail Orders Given Prompt Attention

Records—Reproducers—Recorders

Personal Recording Studio



DALLAS

The Fidelity Union Life Insurance Company salutes those pioneers of old who labored under difficulties to make a reality of their vision—a vision of a land of productive acres, of industrial development, of social progress.

The Fidelity Union Life Insurance Company—a Texas institution which has maintained the pioneer ideal of integrity, steadfastness and co-operation—was built by Texans to give efficient, helpful service to the people of Texas. The faithfulness with which the Fidelity Union has adhered to that ideal is reflected in the sound and rapid growth of the company itself and in the unusual and gratifying relations it has always enjoyed with its policyholders.

FIDELITY UNION Life Insurance Company

Dallas, Texas

INVESTMENTS

The insured certificates of the Dallas Building & Loan Association fit the investment needs of your idle funds. Safety insured by United States Government Agency. Liberal dividends paid semi-annually for 20 years.

HOME LOANS

Close personal service to prospective home owners is given through our loan departments. Either regular or FHA home loans. Reasonable interest charged. There's no red tape in securing a home loan through this Association.

Ask for full particulars. No obligation.

Dallas Building & Loan Assn.
1411 Main Street Phone 2-9377

ADMIRER BEAUTY

For Only
12c



You get the seal of approval by the
**AMERICAN INSTITUTE
OF LAUNDRIES** in your bundle.

**IDEAL LAUNDRY
& CLEANING CO.**

3616 Ross

Phone 3-2141

Direct Loan Company, 324 Allen Building. Loans.

B. J. Garrett, 820 Wilson Building. Real estate.

The Gaston Hospital, 3505 Gaston Avenue. General hospital.

M. & M. Wrecking Company, 546 West Commerce St.. Building wreckers.

McCarley Advertising Service, 1707½ Main Street. Advertising.

Judith McCarty Dance Studio, 315 North Bishop Avenue. Dancing academy.

McDonald Bros., 2229 Commerce St. Excavating contractors.

Moore Company, 832 Wilson Building. Business brokers.

O'Hanlon Reports, 715 Tower Petroleum Building. Edw. P. O'Hanlon. Insurance reports.

Repertory Theatre, 1015 North Crawford Street; Mrs. Max W. Hunter. Theatre and school.

Security Title & Abstract Co., 807 Kirby Building. Abstracts.

Standard Engineering Company, 3137 Ross Avenue. Engineers.

Texas Film Laboratory, 307 Liggett Building. Photographic film developers.

Texas Safety Service, 5945 Vickery Street; A. L. Hancock. Safety engineers.

Twinkle Toe Dance Studio, 2015 Main Street; Mrs. W. E. Philen. Dance studio.

Expansions:

Kroehler Manufacturing Company, furniture manufacturers, formerly located at 2625 Elm Street, moved into new factory building on Denton Drive, in the Love Field district. Larger space and added equipment will double the capacity of this plant.

Link-Belt Company, formerly located at 413 Second Avenue, moved into its new plant on Latimer Street. In its new home, which the company erected for its own use, considerable machinery and equipment has been installed, providing for some manufacturing operations in Dallas, in addition to complete sales and warehouse service to the entire Southwest.

Outdoor Electric Advertising Company, 2229 Cedar Springs, completed the installation of additional equipment, greatly increasing the capacity of its neon sign plant, and announced the establishment of a sales office in Fort Worth.

Republic Insurance Company, for a number of years located at 3504 Gillon Street, in Highland Park, moved into its new office building, at 3415 Cedar Springs, one of the finest insurance home office buildings in the Southwest.

Wages and Hours Division, U. S. Department of Labor, Wilson Building; local office expanded into division headquarters for Texas and Oklahoma, in line with decentralization policy adopted at Washington.

Hiram Walker, Inc., with a sales office already established in the Guardian Life Building, located a display room and warehouse at 1913-B Commerce Street.

Farmers' Friend

Continued from Page 20

at Sam Houston State Teachers College, North Texas State Teachers College, University of Texas, Texas A. & M. College, Texas Tech, John Tarleton and others. The National Farm Chemurgic Council is cooperating, as is the Agricultural Chemical Association. DuPont, Dow Chemical, Commercial Solvents, Ford and Woburn Degreasing are some of the large corporations sending exhibit material.

The sweet potato starch plants at both Laurel and St. Francis will present the many products that can be made from the sweet potato. Tung oil possibilities will be presented both by Lamont Rowlands of Louisiana and B. A. Steinhagen of Texas. Commodore Hatfield, although not renouncing the title of King Castor, while Col. W. E. Talbot, formerly of Dallas, will show what his and others' efforts have done in building a castor bean industry in the Lower Rio Grande Valley.

The Luling Foundation and the Texas Cottonseed Crushers Association will both have good chemurgic exhibits, while the Citrus Fruits Laboratory of Weslaco will depict the commercial and industrial possibilities of citrus. The wood uses section and paper pulp and news print industry will be displayed through courtesy of Texas Forest Service in cooperation with Champion Fibre and Paper Company, Herty Foundation, and Southland Paper Plants, Inc. of Lufkin. The National Cotton Council is sending an exhibit, and other cotton exhibits are expected from C. G. Rook, Taylor Bedding Mfg. Co. and Georgetown Oil Mill. An exhibit on wool is expected as well as material from the national dairy and livestock associations showing chemurgic developments in their two industries. Dr. Landon C. Moore will show new developments in vegetable oils.

The exhibits will also include uses of flax, perilla, yucca, soy bean, and castor plants as grown for oil purposes on the plains under supervision of Russel Myrick.

Ernstrom Opens Record Shop

Harry Ernstrom is the owner of Dallas' new phonograph and record shop, which was recently opened at 109 N. Field street.

"The Record Shop has been established to meet the growing demand for phonographs and records, which are returning to an even greater popularity than before radio arrived, and to fill Dallas' long-felt need for a shop of this nature," he said.



HARRY ERNSTROM

An innovation is the personal recording studio, which is equipped with the latest types of recording devices, enabling the recording of anything that makes a sound with amazing clarity and realism, ready for instant reproduction. Through this service a number of Dallas' residents have already started quite a library of private and exclusive recordings. The recorded voices of growing children, friends and relatives, will become priceless with time.

Associated with Mr. Ernstrom is Miss Hazel E. Booth, well-known Dallas music lover and recorded music authority. Mr. Ernstrom has been identified with radio and recording work for the past 20 years, and was at one time associated with RCA-Victor in an official capacity.

Big Foods Show Planned

The Palace of Foods at the State Fair will embrace 28,000 square feet and will have on display every edible purchasable in this section. A feature will be a display of the best meat cuts, placed by the National Livestock and Meat Board.

OUR NEW HOME

At 3415 Cedar Springs provides our personnel with every modern facility to furnish **INSURANCE SERVICE** commensurate with the needs of the **GREAT SOUTHWEST.**

Republic Continues Its Steady Progress

REPUBLIC INSURANCE COMPANY

FIRE

DALLAS, TEXAS

ALLIED LINES

1872 Nearly Three Quarters of a Century **1939**
of Efficient Service

Always Maintaining a Dependable
Source of Supply of High Quality
Merchandise at Popular Prices

Welcome Visitors to the

STATE FAIR OF TEXAS—OCTOBER 7th to 22nd, 1939

HUEY & PHILP HARDWARE CO.

Wholesale

DALLAS

HOUSTON

FORT WORTH

No TITLE is SAFE Unless INSURED

Demand a TITLE POLICY

and

Be Protected Against LOSS

♦ ♦ ♦

STEWART TITLE GUARANTY COMPANY

Capital \$1,500,000.00

Oldest, Largest and Strongest Title Company in the Southwest

STATE-WIDE TITLE INSURANCE SERVICE—ABSTRACT SERVICE IN

PRINCIPAL CITIES IN TEXAS



Manufacturers of
Jumbo Saddles
Harness & Collars
Jumbo Seat Covers
Jumbo Work Clothing
Automobile Batteries

Three Score Years And Ten—

For seventy years the Schoellkopf Company has served Texas and the Southwest as manufacturer and distributor of value assured merchandise—

Distributors of

Sun Flame, L. & H., and Chambers Ranges
 Servel Electrolux Gas and Kerosene Refrigerators
 Emerson Radios
 Century Tires
 Remington Guns and Remington and Peters Ammunition
 Automobile Supplies and Equipment

The Schoellkopf Co.

Dallas, Texas

first
TO THE FAIR
—then—

• Come to our showrooms and see the latest array of distinctive display units — new, modern, practical.

Accept our invitation to come in and look around: we will look forward to your visit.

1006 COMMERCE
STANDARD
FIXTURE • INC.
DALLAS

CHROME FURNITURE
 MANNEQUINS
 DISPLAY FIXTURES

150 Men to Make Good-Will Trip

Dallas business and professional men will become personal good-will emissaries from the State Fair to four neighboring cities on the annual Chamber of Commerce good-will trip Tuesday, October 3.

Ennis, Kaufman, Athens and Corsicana are the cities on the good-will trip itinerary. The trip will be made in chartered buses, leaving the Chamber of Commerce Building at 8 a.m. The S.M.U. band and a corps of entertainers from the State Fair will accompany the party.

Corsicana will be the last city of the tour, the Dallasites arriving there about 5 p. m. for a parade, dinner and visit to the Navarro County Fair on its opening day. Members of the party will return to Dallas early in the evening.

"This is important territory, including three county seats, to which Dallas has not sent a good-will trip in a number of years," said James K. Wilson, chairman of the good-will trip committee. "We hope to have at least 150 men make the trip."

Cost of the trip will be \$5 per person, including transportation, pro rata share of entertainment and banners, and dinner in Corsicana.

Manufacturers to Discuss Shorter Work Week

A general discussion of the best method of compliance with the new requirements of the wage and hour law, effective October 24, is planned by Dallas manufacturers early in October under sponsorship of the manufacturers and wholesalers division of the Chamber of Commerce.

Effective October 24, the law fixes a maximum work week of 42 hours, accompanied by changes in the minimum wage rate also.

Bob Bourdene, manager of the manufacturers and wholesalers division, announced that C. A. Jay, an outstanding authority on the wage and hour law, will lead the discussion at the meeting, the date for which will be announced later. Meanwhile, a letter setting forth five plans of compliance with the 42-hour week provision has been mailed to the manufacturers, to give them opportunity to consider the best application to their own businesses.

The five suggested 42-hour work week plans follow:

"1. In view of the fact that October 24, 1940, you will work a forty-hour week, some members have suggested that we use a forty-hour week beginning October 24, 1939, and not have to make another change next year. This would

mean a five-day—eight hours per day—work week.

"2. In working 42 hours a week you could work five days at seven and a half hours a day and four and a half hours on the sixth day, making 42 hours total.

"3. For a 42-hour week you could work four days at eight and a half hours per day and the fifth day eight hours. Total 42 hours a week.

"4. Some members have indicated that they wish to operate a 48-hour week. In doing this, to work the entire force, it would be necessary to pay six hours of overtime at time and one-half salary.

"5. In order to work a 48-hour week and not pay overtime you would have to stagger the work hours among the employees, using at some time a skeleton force."

Don Forker Joins Dallas Ad Agency

Don Forker, well-known advertising executive, formerly of California and more recently of New York, recently joined the organization of Tracy-Locke-Dawson, Inc., of Dallas.

Mr. Forker began his career with the advertising firm of Lord and Thomas, fifteen years ago. For five years he was manager of advertising and publicity for the Union Oil Co. of California. Later, while working on the American Tobacco Company account, he originated the Lucky Strike Hit Parade radio program. He created and produced the RCA "Magic Key" program. He handled National Broadcasting Company advertising for three years, and has worked on such other accounts as General Electric, H. J. Heinz, Gillette, Cities Service, New York Central Railroad, and Schenley Imports.

748 Residential Units Under Construction

The Dallas Power and Light Company reported a total of 615 single family dwellings, 39 duplex houses, and nine multiple-apartment houses actually under construction in Dallas on September 2.

This total was the equivalent of 748 single family units, and represented an increase of 22 over the corresponding date a year ago. The report also showed that new residential buildings completed and taking electric service, January 1 to September 2, 1939, were a total equivalent of 2,821 single family units.

The commercial sales department of the Dallas Gas Company reported from its analysis of F. W. Dodge Corp. reports that contracts were awarded during August for 351 single family residences, for 14 two-family residences, and for five apartment houses. Of the total of 351 single family residences placed under contract, 215 are to cost less than \$6,000.

SINCE 1927

The Welcome Wagon has been making daily visits to new families arriving in Dallas.

Thousands have learned about Dallas and its business institutions.

The Welcome Wagon

Chamber of Commerce Bldg.

Phone 7-8451

Southwest Business
features
INSURANCE
next month

DALLAS COLLEGE

The Downtown College of S.M.U.

Afternoon, Evening, and Saturday
Classes

University courses to improve skills and broaden interests: Personnel Administration, Psychology, Marketing, Advertising, Commercial Art, Sciences, Engineering, Languages, Secretarial Training, Business English, Shakespeare.

Write or call (5-2141) for bulletin.

G. O. Clough, Director
Dallas College of S.M.U.

21 Years of Continuous Service

Through more than two decades, the Jno. E. Morriss Company has maintained its leadership in the low cost automobile field. Since 1918 it has offered constantly modernized shop service and complete authorized repair facilities.



See the Jno. E. Morriss Company for new Chevrolets, used cars and trucks and for wrecker service.

JNO. E. MORRISS CO.

NINTH AT LANCASTER >>> PHONE 9-1161

OVER 300 SYSTEMS IN OPERATION

USED AND PREFERRED BY DOCTORS'
CLINICS

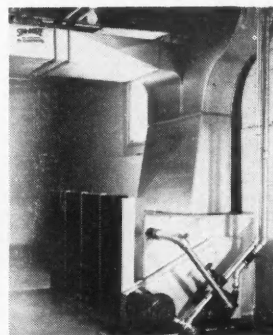
SNO-BREZE
DRY REFRIGERATED
Air Conditioning

GUARANTEE
SNO-BREZE is unconditionally guaranteed against defects in material and workmanship, which includes all attention, such as lubrication, cleaning, etc., without charge for one year. We make any and all replacements. We do not refer you to other manufacturers for adjustments. Our temperature guarantees are assured.

Consolidated Engineering Co.

1606 NO. HASKELL

PHONE 8-2870



Showing Sno-Breze Unit Installed in
Basement of a Telephone Building

STATE FAIR of TEXAS



Presents

CONCENTRATED TEXAS

The greatest picture of an empire state. Its agriculture, livestock, poultry, progress in commerce and industry. A cross section of Texas.

LARGEST LIVESTOCK EXHIBIT—\$51,000 in premiums, featuring the National Hereford Show for which \$11,000 in premiums is offered. Also great shows of sheep and goats, dairy animals, swine and other livestock.

CHEMURGIC AGRICULTURE—Chemurgy has grown and the State Fair has planned a great show to form an integral part of the world's largest agricultural exhibit, consisting of 64 county exhibits, 32 FFA exhibits and many 4-H Club and individual Farm Exhibits.

POULTRY—Features a Baby Beef Turkey Show, a Waterfowl Show in new tanks, a Pigeon Show, a Capon Show and Sale, and all popular breeds of poultry.

The 250,000 square feet of Implement and Farm Machinery Show, the Hydroponic or "Soil-less Cultivation" show, the Castle of Foods, an Automobile Show featuring all new model cars, the General Exhibits Building, and many other exhibits of interest are here for Texans to see...

A balanced program of

EDUCATION AND AMUSEMENT

FOLIES BERGERE

Direct from the San Francisco World's Fair comes this great Parisian Revue at popular prices...

ON THE MIDWAY

The Rubin and Cherry Shows, the Holy Land Exhibit, the Hopi Indian Village, the Candid Camera Show and other shows of highest merit.

Many sensational Free Acts have been booked. Bert Swor's Minstrels, three times daily in the Castle of Foods... the Southern Select Circus, three times daily on the main plaza, and many others.

It is the show you cannot afford to miss

There Is Something of Interest for Old and Young

PLAN NOW TO GO!!!



DALLAS OCT. 7-22

Fair Continues to Make Entertainment History

By DOUGLAS HAWLEY

SO, it's the *Folies Bergere* at the State Fair of Texas for 1939 as the big show in the auditorium, October 7-22.

Of course it will be a great show. It always is. The Fair's show has been, in fact, since 'way back yonder. It's a habit of the State Fair of Texas. Established by the founding fathers, it has been nurtured through the years by those who have carried on. Each year since back in the '80's, there has been a top-line attraction catering to visitors and home folk alike.

The memories of many can go back almost, if not quite, to those eighties. They can print a mental photo in remembrance of the old wooden Music-Hall where John Philip Sousa played. They can hark back to the former Machinery Hall, where Nellie Melba sang and the Texas Froshinn Society once held its sessions. What is now the administration building can be remembered as first erected for a Horse Show and then turned into another Music Hall.

And so the cogs of recollection mesh and the print of remembrance comes down through the years to 1925 and the present auditorium.

Who doesn't, among those whose life span goes to four decades, remember "Student Prince"? Who of that company cannot recall "Princess Flavia" and all the rest of the magnificently cast and colorfully staged productions that antedated the present day of filmed fantasy?

Folies Bergere, it is promised, will measure up to the high standard so long maintained by State Fair attractions, and there is no reason to doubt the statement.

With Sousa, back in the old days, was a trombonist named Roger Pryor. One of his sons, following in father's footsteps, takes over as master of ceremonies in a forthcoming radio program. He has already had several years' experience as band leader.

Art Landry, whose band came into the old horse-show-music hall building back in '22, first gave Texas and the Southwest what is now recognized as "swing" music applied to the classics. His father, too, a leader and one-time director of the Minneapolis Symphony, had given his son a classical grounding in music. The "swing" arrangement of Rubenstein's *Melody in F* and *Japanese Sand-Man*, was one of the first of its kind.

There was the late Al Sweet and his singing bandsmen, who came down year after year. The famed Singer Midgets,

first appeared in that same old music hall. A present generation of the little people recently performed in the newest and biggest color picture, with music.

Then the year of the auditorium hiatus—the music hall turned into an agricul-



Marjorie Peterson, one of the stars of "Countess Maritza," a bright memory from the State Fair's yesterdays.

tural building, and the 1925 auditorium not yet built. "A Night in Spain," with Ernie Young as the producer, was given in a tent—and it was a good show.

It was about that time too, that broadcasting became a matter of fact. An enterprising pioneer radio merchant named Goodwyn, set up a plant on the grounds. Through the receivers of many a crystal set of the day, the attractions of the Fair came to listeners. And the broadcasting plant was a good show in itself, as musicians and other artists from the music hall and band stands faced microphones in hastily arranged and very impromptu programs.

And so on down to the Centennial years and their tip-top shows. State Fair precedent had again asserted itself. The Auditorium housed attractions that were the 1936-37 target-setters for the two world's fairs of 1939. Visitors to both coasts this year will tell you that.

Well, all right, in the words of the current popular song—it's *Folies Bergere* for the 1939 State Fair, October 7-22.

It's bound to be good, because precedent will be strictly adhered to.

PAINT Will Protect Your Home

Like a knight in metal armour paint on your house stands guard protecting your property from rain, wind, and sun the destroyers. In our modern plant in Dallas we manufacture a complete line of high-grade painting materials made especially to withstand Texas climate.

Selling as we do direct from our own factories our materials are delivered fresh. Fresh paints will do better work.

We also offer an additional service in that we are in position to recommend good reliable Painters and Decorators many of whom have dealt with us for years. These men will apply our materials in accordance with our specifications. They will submit bids on any work large or small without cost or obligation.

Wall Paper

In our wallpaper department we carry a complete stock of high-grade wallpapers including many patterns from such well known lines as Birge, Ronkonko-ma, United, and Niagara. Our staff includes men capable of giving competent advice in making selections.

ROACH PAINT COMPANY

417 N. HARWOOD

DALLAS

PHONE 2-6858

New Barge Terminal

The Intracoastal Canal gives the Port of Beaumont the important advantage of short water routes to the Gulf ports, and to all Mississippi, Ohio, Missouri and other river ports of the Northern industrial centers. Thus the Port, because of its geographic location, coupled with its excellent shipping and warehousing facilities provided in the recently completed barge terminal, establishes itself as a strategical point of concentration, distribution and interchange.

The barge terminal, municipally owned and operated, provides every modern facility to handle and warehouse all types of commodities. The terminal is equipped with tracks that permit of direct transfer of cargo from barge to railroad cars or trucks, modern loading facilities, up-to-date fireproof warehouses, and ample docking space.

Every modern facility is offered for successful manufacturing and shipping, with fullest municipal co-operation in providing for particular requirements.

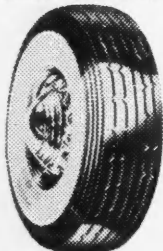
PORT OF BEAUMONT

O. L. CAYWOOD
Port Director



Geo. C. Hanes
Trade-in Allowance

THE MAN
THE TIRE
THE HOUSE



Dayton
Therobred TIRES
COMMERCIAL TIRE CO.

508 N. Harwood Phone 7-9513

Fair's Calendar Crowded With Special "Days"

SCORES of organizations have already scheduled observance of their special "days" at the 1939 State Fair of Texas, and other days are being added to the calendar continuously. The incomplete calendar of special days at the Fair follows:

OCTOBER 7

Texas Commercial Executives Day.
Press Day.
DeMolay Day.
National Composers and Authors Association Day.

OCTOBER 8

Dallas News Distributors' Day.

OCTOBER 9

Woodmen of the World Day.

OCTOBER 10

Dallas Federation Day.
Texas Hotel Association Day.
Breeder Feeder Day.
Richard J. Oglesby Relief Corps.
Daughters of Union Veterans.
Chemurgic Day.
Texas Agricultural Association Day.
Sunshine Club Day.

OCTOBER 11

Texas Kennel Club Day.

OCTOBER 12

Dallas Day.
Columbus Day.
Texas Eclectic Medical Association Day.
Texas Kennel Club Day.
American Institute of Banking Day.
Grand Army of the Republic Day.
Kentucky Club Day.

OCTOBER 13

Elementary School Day.
County School Day.
Texas Swine Breeders Day.
Texas Natural Resources Day.
National, State, District and Local W. C. T. U. Day.
L. T. L. Day (Loyal Temperance Legion).

OCTOBER 14

American Legion Day.
State D. A. R.
Annual Osteopathic Day.
Dallas Music Teachers Association Day.
Texas Agricultural Workers Day.
Business and Professional Women's Club Day.
Texas League of Municipalities Day.
Rainbow Assembly No. 33.
Philatelic Day.
Texas State College for Women Day.
Telephone Pioneers' Day.
Dads' Club Day.

OCTOBER 15

American Legion Day.
United Spanish War Veterans Day.
Marvin College Day.
Czech Day.
Thirty-sixth Signal Company Day.
Philatelic Day.
Texas Federation of Music Clubs Day.

OCTOBER 16

Colored School Day.
Negro Day.

OCTOBER 17

Railroad Day.
Southwestern Fire Chiefs' Day.
Confederacy Day.

OCTOBER 18

United States Daughters of 1812.
Society of Pilgrims.
Daughters of the American Colonists.
Daughters of Founders and Patriots of America.
Hotel Greeters of America Day.
Texas Nut Growers and Nurserymen's Day.
Houston Day.
Rotary Day.

OCTOBER 19

Champions Day.
Water Culture Day.
Texas Congress of Parents - Teachers Day.
Gold Star Mothers' Day.

OCTOBER 20

High School Day.
Housewives Chamber of Commerce Day.
Garden Club Day.
Degree of Honor Day.
Delphian Society Day.
The Dallas Woman's Forum Day.

OCTOBER 21

Golden Wedding Day.
International, National, Texas and Dallas Societies for Crippled Children Day.
Zonta Day.
Baby Parade Day.
Texas State Highway Department Day.

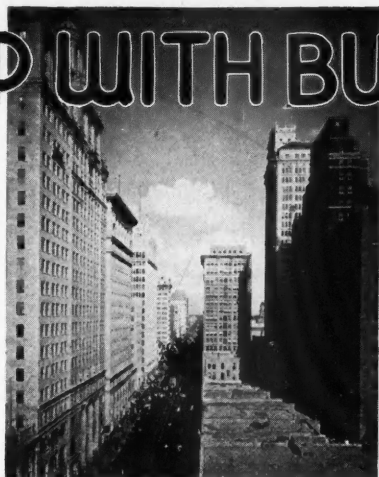
OCTOBER 22

Descendants of Signers of Texas Declaration of Independence Day.

Hobby Show to Have Encore

A hobby show, covering stamps, antiques, embracing camera clubs and what-have-you will be a feature of the State Fair. This is the second annual hobby show which has become a permanent feature.

KEEPING UP WITH BUSY DALLAS



**We Serve
Millions!**

PIG STANDS
Incorporated




Metropolitan
BUSINESS COLLEGE
FOREMOST IN DALLAS FOR 50 YEARS
An established, reliable school. Experienced teachers, thorough training, successful graduates. Write, call or phone 7-8514 for information.



JNO. M. SPELLMAN
United States
Patent Attorney
Patents—Trademarks
For over thirty years, a service commensurate with the dignity and importance of invention.
Gulf States Bldg.
2-4781

GILL & BENNETT
Architects and Engineers
GRAYSON GILL, M. Am. Soc. C. E.
MURRELL BENNETT
Great National Life Building, Dallas


LONG
AERIAL PHOTOGRAPHY
INDUSTRIAL PHOTOGRAPHY
LLOYD M. LONG
P. O. Box 1018 Dallas, Texas Tel. 7-1966

BLUE PRINTS **PHOTOCOPIES**
ROTAPRINTS **SUPERSTATS**
Manufacturers of
BLUE PRINT PAPER & CLOTH
JNO. J. JOHNSON
1912 N. St. Paul St. Phone 2-8067 Dallas

★ Information Secured.
★ Products Introduced.
★ New Accounts Obtained.
THE WELCOME WAGON
Originators of New Comer Service
Phone 7-8451 Chamber of Commerce Bldg.

Dallas Jaycees Sell

Opening Day Keys

A goal of 125,000 persons has been set for opening day of the State Fair, October 7, by the Dallas Junior Chamber of Commerce, which has the direction of "key" sales for opening day.

These keys will entitle holders to certain privileges not obtained with the ordinary general admission ticket. Not only will they be admitted at the gates, but will be allowed to attend any State Fair attractions at half price. They will witness the opening game of the football schedule at the Cotton Bowl.

The Junior Chamber has organized its entire membership for the drive. Under the direction of captains, 450 members of the Chamber will be placed in the field.

Donald C. Bennett has been named general chairman for the drive. All vice-presidents of the organization are co-chairmen, while directors will act as captains for the various soliciting groups. President George F. Mixon of the Junior Chamber will be general executive head. Ira D. Ewing has been placed in charge of the publicity.

Some extra-special attractions are on the opening day of the annual event. As has become custom, it will be Texas Press Day, when newspaper men will be guests. Future Farmers of America will participate in the opening ceremonies. At night a "Queen of Queens" will be crowned in the Cotton Bowl, a free attraction. Beauties from some 50 Texas towns and cities will compete. More than 150 girls will appear as escorts to the Queens. The winner will be given a screen test in Hollywood.

AMERICAN BEAUTY
Catalogue Covers—Wire-O Binding
Ask us or your printer to assist you in making your sales literature more effective.
American Beauty Cover Co.
2000-8 N. Field Street 7-5179 Dallas

Automobile Banking Since 1911
Frankfurt Finance Corp.
710 North Pearl
Telephone 7-1126
Vic Frankfurt J. E. Earnest John Nance
President Vice-President Treasurer

Southwestern Blue Print Co.
PHOTOSTAT PRINTS
405 S. Akard St. PHONE 2-8084 Construction Bldg.

SIGNS
Process • Displays
Townsend Sign Service
619 E. Jefferson 92-0130

 Typewriters
Adding Machines
Repairs and
Supplies
S. L. EWING CO.
1606 Commerce Street Dallas, Texas

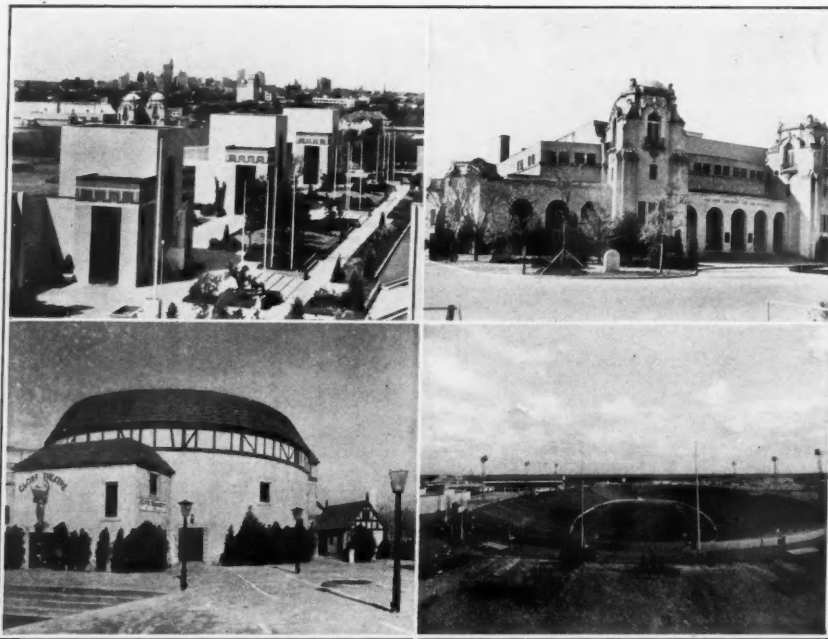
Printing Plates Ad Plates Wax Ruled Plates
Electrotyping
Sam Ross McElreath Dallas Ft. Worth

EDMUND PARKER
Advertising
COUNSEL AND SERVICE
314 Southland Life Building
2-4586 Telephones 7-0637

NEW ARRIVALS
MOVE LISTS
LOCATING
Dallas Business Reporter
P. O. Box 5151 Phone 2-4586

ADVERTISERS' INDEX

Adleta Showcase & Fixture Co.	47	Gray's Office Furniture Co.	44	Praet Paint & Varnish	26
Allen Building	45	Gulf Brewing Company	22	Radio Equipment Company	42
Ambassador Hotel	49	Gulf Insurance Company	21	Radio Record Shop	33
American Beauty Cover	61	Gulf Refining Company	40	Red Ball Motor Freight	49
Atlas Metal Works	27, 49	Hall-Gentry Studios	47	Republic Insurance Co.	55
Baker Hotel	28	Harper Standard Engraving Co.	62	Republic National Bank of Dallas	54
Beaumont Port Commission	60	Hedgecock Artificial Limb	45	Republic National Life Ins. Co.	47
Brown Cracker & Candy Co.	27	Hesse Envelope Co.	47	Robinson Machine & Forge Works	27
Calder & Campbell	28	Hilltop Stables	48	Sekov Studios	46
Commercial Tire Co.	60	Horseshoe Stables	29	Schoellkopf Company, The	56
Cullum & Boren Co.	48	Hudson & Hudson	46	Simmons Company	42
Dallas Building & Loan Assn.	3-54	Huey-Philp Hardware Co.	55	Skinnie & Jimmie	57
Dallas Business Reporter	61	Humble Oil & Refining Co.	23	Sno-Breeze Company	57
Dallas College of S.M.U.	57	Ideal Laundry & Cleaning Co.	54	Southland Life Ins. Co.	31
Dallas Engineering Co.	50	Institute of Educational Music	38	Southwestern Advertising & Display	23
Dallas Floor Surfacing Co.	27	Johnson, John J.	61	Southwestern Blue Print Co.	61
Dallas Power & Light Co.	4	Kress, S. H.	46	Southwestern Life Ins. Co.	63
Dallas Railway & Terminal Co.	35	Kuykendall Studios	42	Spellman, John R.	61
Dallas Tank & Welding Co.	26	Lawyers Title of Texas, Inc.	40	Standard Fixture, Inc.	56
Dallas Transfer & Terminal Warehouse	38	Lindsley, J. W., Company	45	State Fair of Texas	58
John Deere Plow Company	21	Long, Lloyd M.	61	Stewart Office Supply	31
Employers Casualty Co.	25	Marcy Lee Mfg. Co.	51	Stewart Title Guaranty Company	55
Ewing, S. L.	61	McElreath, Sam Ross	61	Texas Cottonseed Crushers Assn.	40
Fidelity Union Life Ins. Co.	53	Messmore & Martin	42	Texas Cut Stone Company	27
First National Bank in Dallas	36	Metropolitan Bldg. & Loan	29	Texas Employers Ins. Assn.	24
Fleming & Sons, Inc.	37	Metropolitan Business College	61	Townsend Sign Company	61
Frankfurt Finance Corp.	61	Morris, John E.	57	Vanette Hosiery Mills	37
Gaylord Container Corp.	27	National Hotels	23	Vent-A-Hood	45
Gill & Bennett	61	Outdoor Electric Adv.	26	Vick's Restaurant	53
Golden Pheasant Restaurant	52	Parker-Griffith Photographers	?	White Plaza Hotel	44
Great National Life Building	29	Pig Stands, Inc.	61	Whitmore Hotel	36
Graham Brown Shoe Company	51	Pollock Paper Company	27	F. W. Woolworth	52
Grand, F. W. Store	44				



A Fine Screen Copper Halftone

FAIR PARK SCENES SHOWN IN HALFTONE

Most of the million people who will attend the State Fair of Texas, October 7 to 22, will realize that the big exposition is being held in Dallas' most popular recreational and educational center.

This clear copper halftone by Harper Standard Engraving Company shows the Municipal Auditorium, where style shows, operas, plays and addresses are given; the Midway, where hilarious fun reigns among the sideshows and "rides"; the Cotton Bowl, seating 47,500, where football games and other spectacular events attract immense throngs, and the Civic Theater, featuring dramas, tragedies and comedies. There are dozens of other buildings and athletic facilities in this fine civic center.

For realistic illustrative reproductions patronize Harper Standard.

HARPER STANDARD ENGRAVING CO.

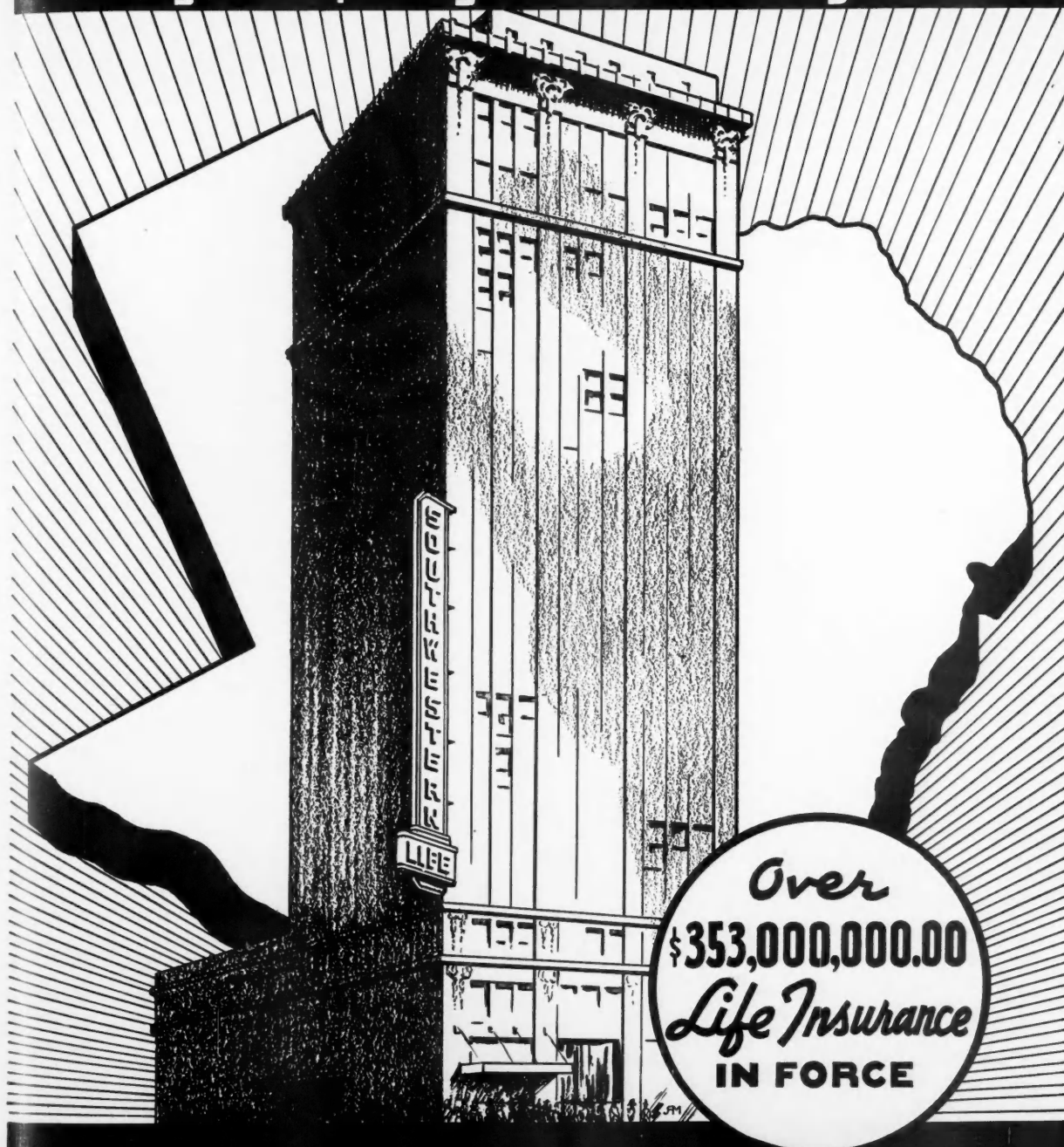
JACK HARPER, Manager

Phone 7-5385 • 1611-15 Royal Street

P. O. Box 1016

DALLAS, TEXAS

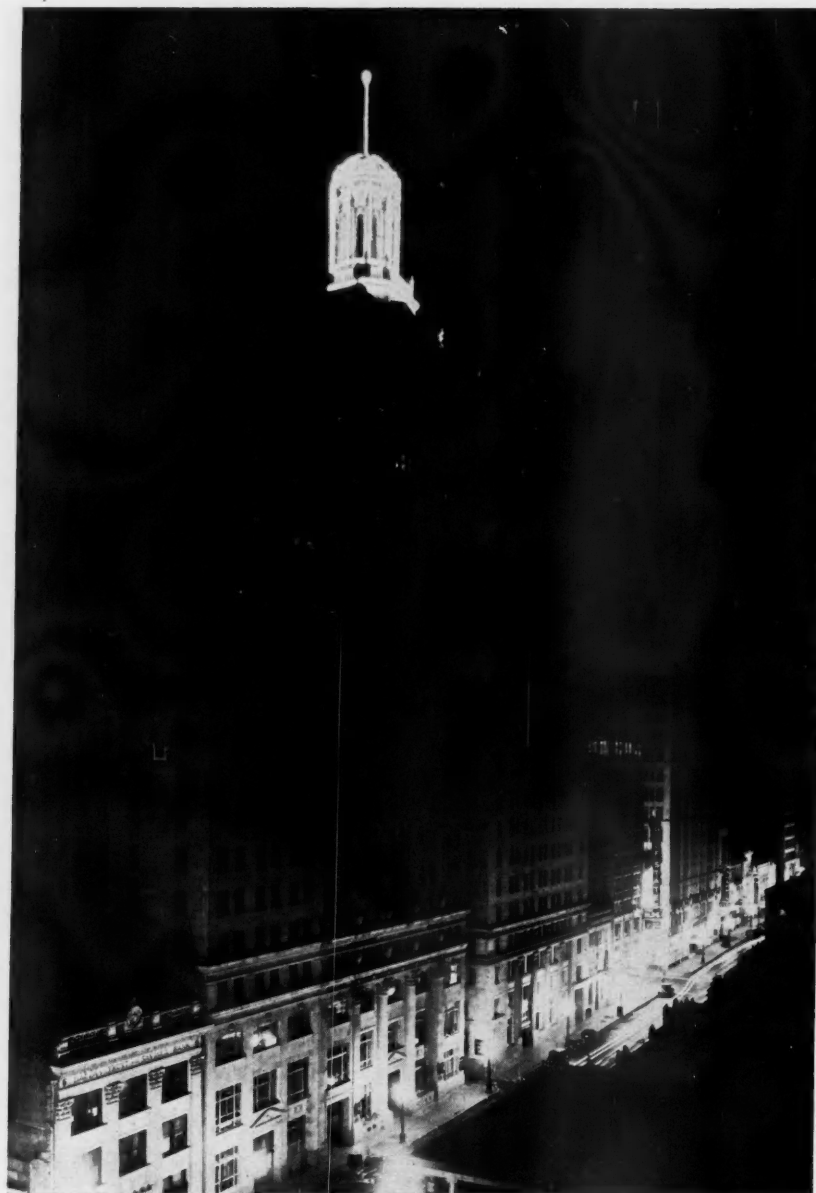
A Big Company • For A Big State



SOUTHWESTERN LIFE INSURANCE COMPANY

C.F. O'Donnell President

Home Office Dallas



The Bank of *Hundreds* of Business
firms and *Thousands* of Individuals



REPUBLIC NATIONAL BANK

of DALLAS



